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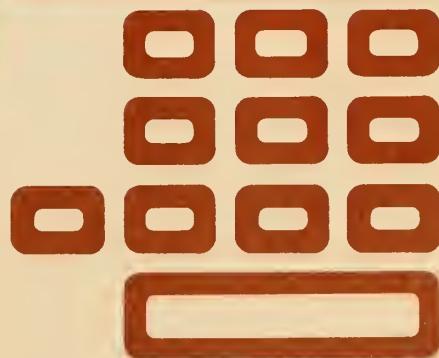
Major Retail Centers
in Standard Metropolitan
Areas

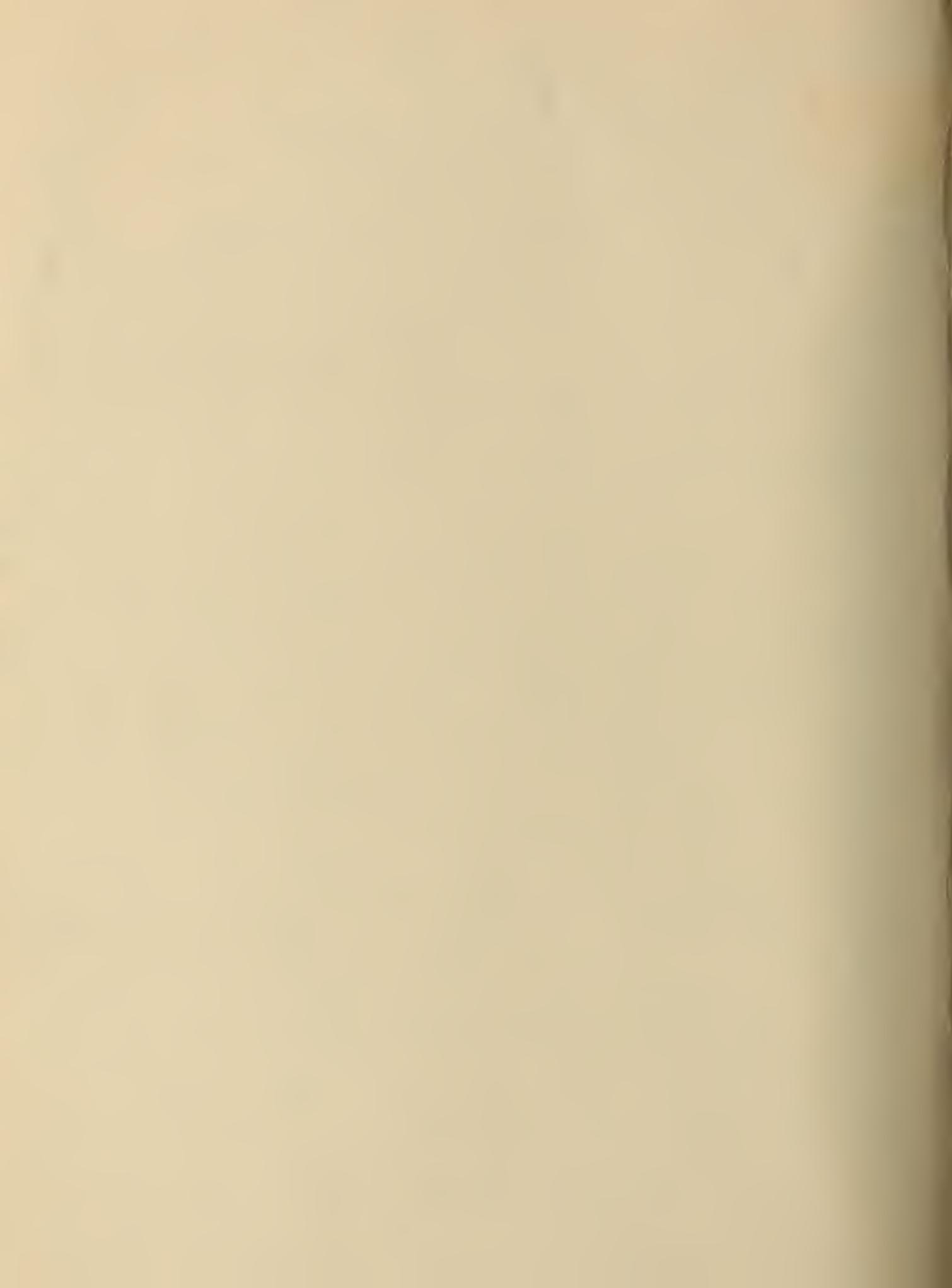
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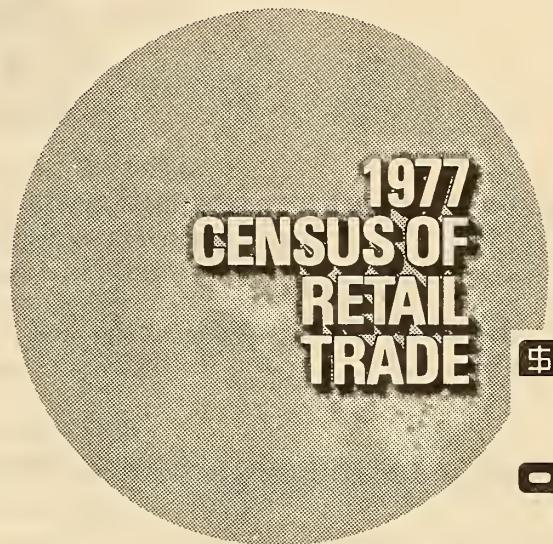
Kentucky

1977 CENSUS OF RETAIL TRADE

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Major Retail Centers
in Standard Metropolitan
Statistical Areas

Kentucky



U.S. Department of Commerce

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ACKNOWLEDGMENTS—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

Forms design was performed in the Administrative Services Division, Henry J. Husmann, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

Within the Publications Services Division, many individuals made significant contributions in publication planning and design, editorial review, composition, and printing procurement. These operations were performed under the direction of Raymond J. Koski, Chief, assisted by Milton S. Andersen, Gerald A. Mann, Wayne H. Massey, Helen M. Curtis, Jacqueline A. Gans, Charles C. Huntley, Nicholas Preftakes, Rosemary B. Vance, and Robert Warunek.

Clerical and data keying operations were performed in the Data Preparation Division at Jeffersonville, Ind., under the direction of Don L. Adams, Chief, assisted by Rebecca Lamon and George Wilson. Clerical supervision was provided by Helen Swank.

The geographic coding procedures and computer programs were developed in the Geography Division under the direction of Jacob Silver, Chief, assisted by Silla G. Tomasi, Gerald Cranford, Terence D.

McDowell, Dan Harding, Phyllis Krause, Walter Yergen, and Rose J.A. Quarato.

Computer processing was directed by C. Thomas DiNenna, Chief, Computer Services Division. John E. Halterman, Jesse J. Verdeja, Willie E. Clark, and Norman W. Larsen, provided staff assistance.

Lawrence E. Cornish, Systems Software Division, made significant contributions by developing special-purpose computer programs for publication preparation.

Donald E. Young, Lawrence H. Lyons, and Robert S. Taylor, of the Office of the Assistant Director for Economic and Agriculture Censuses, participated in overall planning and review of the census operations.

This report is a tabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

Library of Congress Cataloging in Publication Data

United States. Bureau of the Census.

1977 census of retail trade.

CONTENTS: [1] Geographic area statistics.
[2] Major retail centers in standard metropolitan statistical areas. [3] Subject reports. [4] Merchandise line sales.

1. Retail trade—United States—States—Statistics.
2. Retail trade—United States—Statistics. I. Title.
- II. Title: Census of retail trade.

HF5429.3.U535 1978 381 78-606155

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WHAT IS IN THE TABLES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
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Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area

AIDS TO TABLE USE

DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
-	Zero.

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HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

¹ Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores¹ located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.² MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

¹ An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

² Minimum square footage criterion was waived in a few special cases at request of local CSAC.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.¹ ²
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

¹ For all establishments, including those with no payroll.

² Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.

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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

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Standard Metropolitan Statistical Area	
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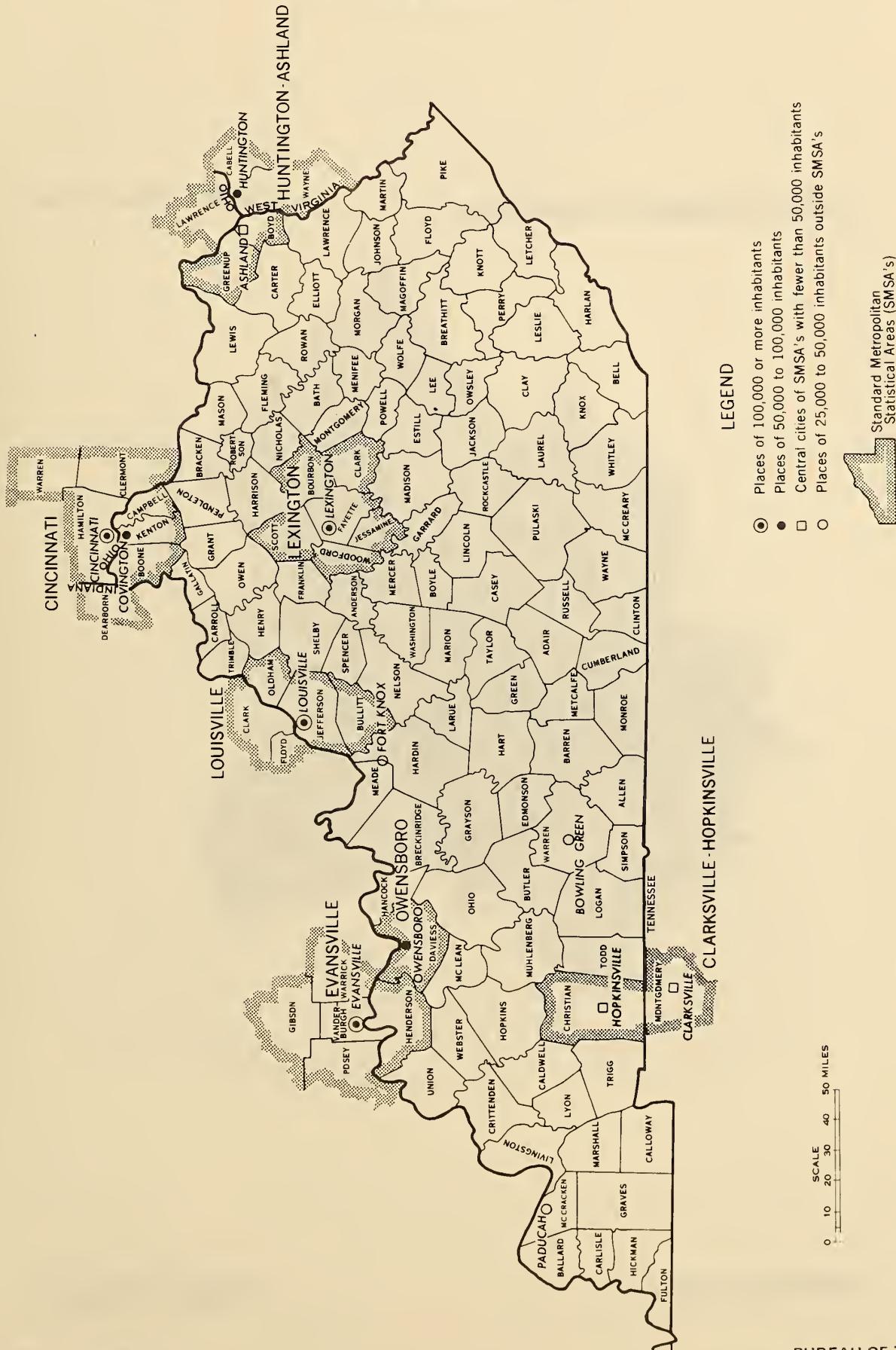
SMSA's

Lexington-Fayette	4
Louisville	14
Owensboro	30

APPENDIXES

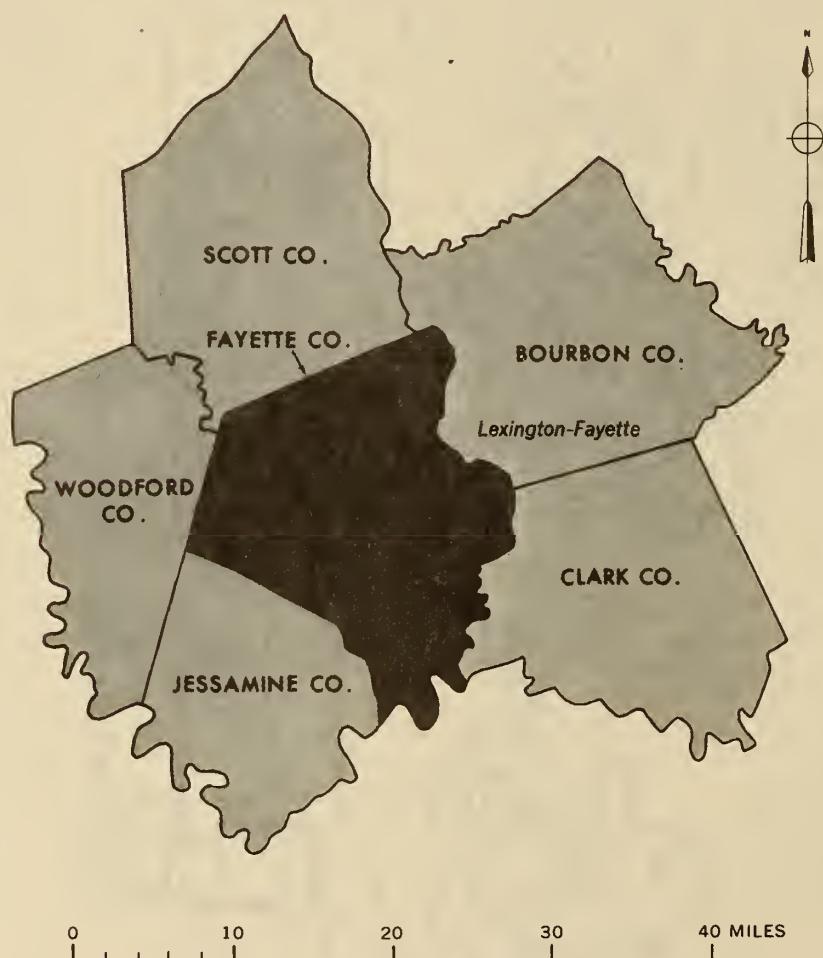
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KENTUCKY



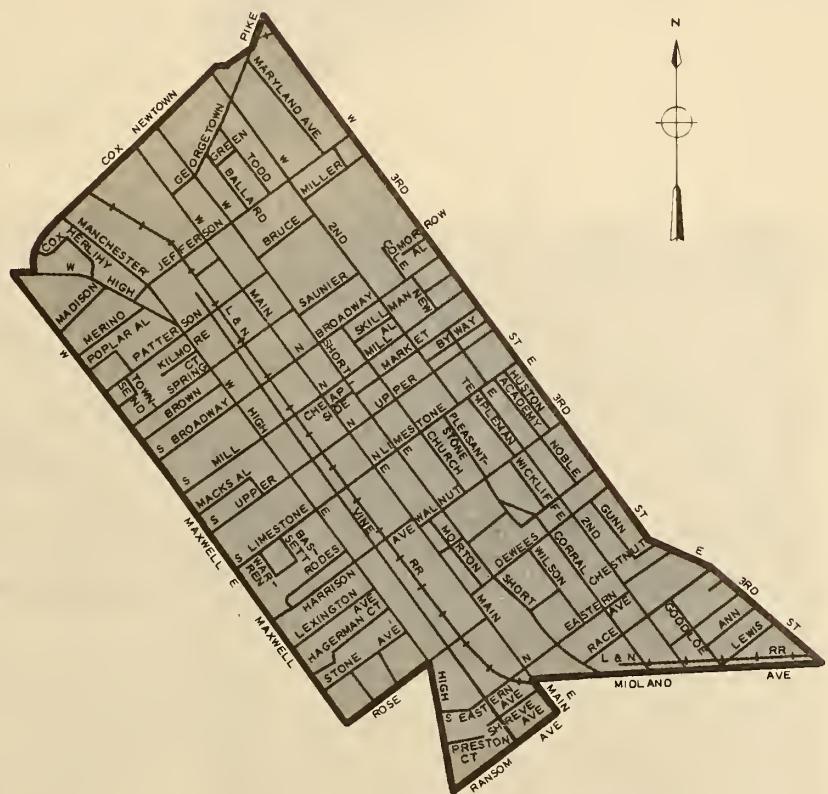
LEXINGTON-FAYETTE

Standard Metropolitan Statistical Area



LEXINGTON-FAYETTE

Central Business District

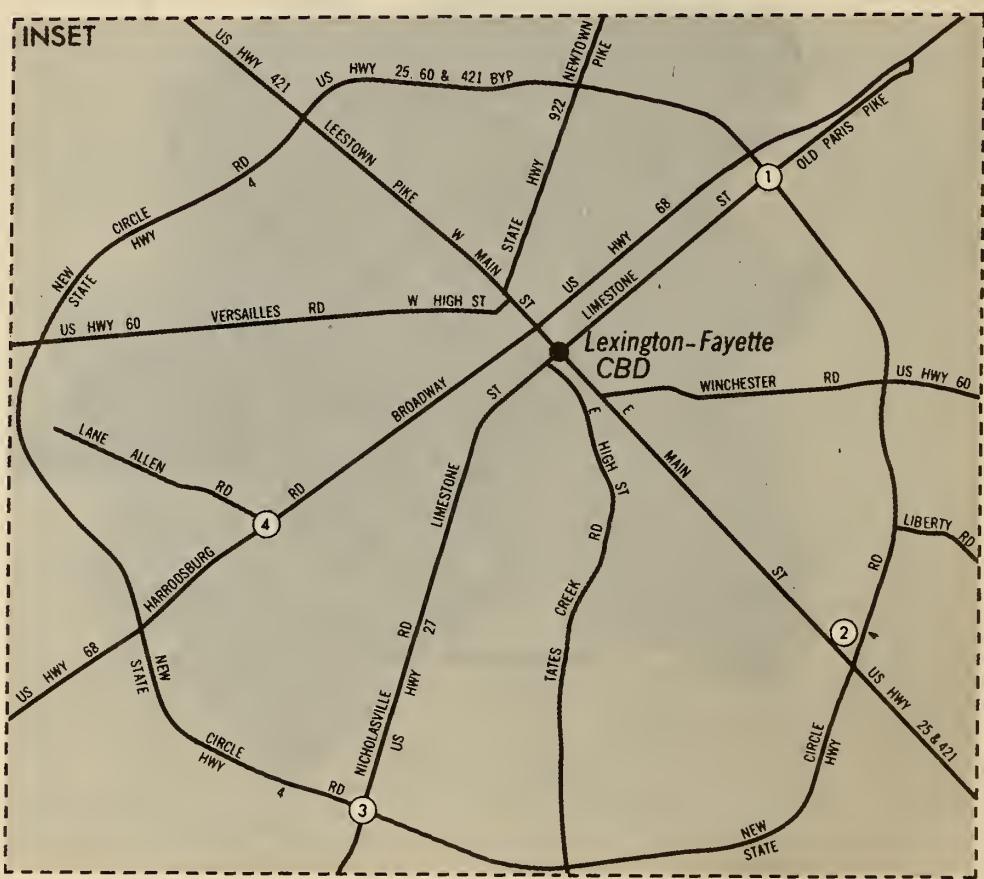
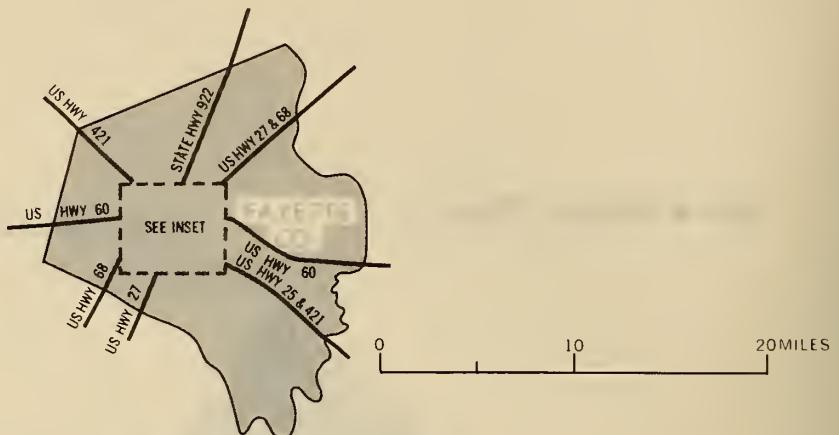


Comprising Census Tract 1

0 1000 2000 3000 FEET

LEXINGTON-FAYETTE

Major Retail Centers



- Central Business District
- (1) Major Retail Centers (boundary descriptions are in appendix E)
- Central City

0 1 2 3 4 MILES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 1	No. 2	No. 3	No. 4
	Retail stores: ^{1, 2}							
	Number	2 418	1 612	174	36	48	97	66
	Sales (\$1,000)	1 131 199	887 398	81 197	29 549	42 449	109 688	47 308
	Payroll entire year (\$1,000)	134 696	110 014	11 028	3 558	5 939	13 730	7 085
	Paid employees for week including March 12	22 106	17 920	1 704	572	1 019	2 447	1 159
54, 58, 591	Convenience goods stores:							
	Number	830	519	40	9	16	22	22
	Sales (\$1,000)	(D)	258 315	8 069	11 851	(D)	17 180	7 972
53, 56, 57; 594	Shopping goods stores (GAF): ³							
	Number	695	521	86	8	25	69	31
	Sales (\$1,000)	327 025	296 071	32 913	12 581	26 139	91 239	37 355
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number	893	572	48	19	7	6	13
	Sales (\$1,000)	(D)	333 012	40 215	5 117	(D)	1 269	1 981
	Number of Establishments							
	Retail stores ^{1, 2}	2 418	1 612	174	36	48	97	66
52	Building materials, hardware, garden supply, and mobile home dealers	97	61	3	2	-	-	-
525	Hardware stores	23	10	2	-	-	-	-
52 ex. 525	Other	74	51	1	2	-	-	-
53	General merchandise group stores	68	41	8	1	2	6	3
531	Department stores ⁴	23	20	3	1	2	5	3
533	Variety stores	21	10	4	-	-	-	-
539	Miscellaneous general merchandise stores	24	11	1	-	-	1	-
54	Food stores ⁵	329	180	6	2	6	.8	9
541	Grocery stores	267	137	5	2	2	4	7
55 ex. 554	Automotive dealers	152	88	10	9	-	-	1
554	Gasoline service stations	251	158	9	5	3	-	2
56	Apparel and accessory stores	208	156	26	2	8	38	12
561	Men's and boys' clothing and furnishings stores	37	29	6	1	1	7	2
562, 3, 8	Women's clothing and specialty stores and furriers	70	56	9	-	-	14	6
562	Women's ready-to-wear stores	61	47	8	-	-	12	5
565	Family clothing stores	32	16	3	-	4	4	-
566	Shoe stores	49	39	7	1	2	11	4
564, 9	Other apparel and accessory stores	20	16	1	-	1	2	-
57	Furniture, home furnishings, and equipment stores	186	143	15	4	6	5	4
5712	Furniture stores	59	42	9	2	1	-	-
5713, 4, 9	Home furnishings stores	60	51	2	2	1	-	-
572, 3	Household appliance, radio, television, and music stores	67	50	4	-	3	4	4
58	Eating and drinking places	428	294	29	5	8	11	10
5812	Eating places	372	249	24	5	8	10	9
5813	Drinking places (alcoholic beverages)	56	45	5	-	-	1	1
591	Drug and proprietary stores	73	45	5	2	2	3	3
59 ex. 591, 6	Miscellaneous retail stores ⁶	626	446	63	4	13	26	22
592	Liquor stores	103	78	5	3	2	1	3
594	Miscellaneous shopping goods stores	233	181	37	1	9	20	12
5992	Florists	40	26	2	-	1	1	3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lexington-Fayette Urban County Government CBD					
	Retail stores ² -----	174	81 197	11 028	2 666	1 704
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	7 513	1 454	428	332
531	Department stores ³ -----	3	4 847	1 037	269	252
533	Variety stores-----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	6	(D)	(D)	(D)	(D)
541	Grocery stores-----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	10	34 671	3 100	686	264
554	Gasoline service stations-----	9	3 091	206	52	32
56	Apparel and accessory stores-----	26	14 094	2 293	554	338
561	Men's and boys' clothing and furnishings stores -----	6	2 212	304	62	31
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	6 329	996	238	151
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 008	194	49	26
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	15	6 149	1 259	316	155
5712	Furniture stores -----	9	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	4	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	29	3 672	974	232	343
5812	Eating places -----	24	3 132	855	202	289
5813	Drinking places (alcoholic beverages) -----	5	540	119	30	54
591	Drug and proprietary stores -----	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	63	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	803	76	20	21
594	Miscellaneous shopping goods stores -----	37	5 157	787	175	106
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lexington-Fayette Urban County Government					
	Retail stores ² -----	1 612	887 398	110 014	25 051	17 920
52	Building materials, hardware, garden supply, and mobile home dealers -----	61	35 783	4 272	859	393
525	Hardware stores -----	10	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	51	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	41	164 685	22 492	5 114	3 808
531	Department stores ³ -----	20	152 735	21 330	4 794	3 605
533	Variety stores-----	10	(D)	487	120	97
539	Miscellaneous general merchandise stores-----	11	(D)	675	200	106
54	Food stores ⁴ -----	180	159 308	15 448	3 569	2 066
541	Grocery stores-----	137	154 468	14 595	3 369	1 853
55 ex. 554	Automotive dealers -----	88	186 046	16 705	3 734	1 261
554	Gasoline service stations-----	158	73 255	5 464	1 277	942
56	Apparel and accessory stores-----	156	59 556	8 264	1 962	1 474
561	Men's and boys' clothing and furnishings stores -----	29	(D)	1 283	312	195
562, 3, 8	Women's clothing and specialty stores and furriers -----	56	20 274	2 682	621	503
562	Women's ready-to-wear stores -----	47	(D)	2 493	574	458
565	Family clothing stores -----	16	(D)	2 456	542	419
566	Shoe stores -----	39	(D)	1 310	310	203
564, 9	Other apparel and accessory stores -----	16	3 432	533	177	154
57	Furniture, home furnishings, and equipment stores-----	143	39 277	6 287	1 495	742
5712	Furniture stores -----	42	16 732	2 489	604	280
5713, 4, 9	Home furnishings stores -----	51	5 226	818	170	96
572, 3	Household appliance, radio, television, and music stores -----	50	17 319	2 980	721	366
58	Eating and drinking places-----	294	75 438	18 694	4 131	5 133
5812	Eating places -----	249	70 363	17 637	3 857	4 784
5813	Drinking places (alcoholic beverages) -----	45	5 075	1 057	274	349
591	Drug and proprietary stores -----	45	23 569	3 719	903	605
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	446	70 481	8 669	2 007	1 496
592	Liquor stores -----	78	(D)	1 897	458	385
594	Miscellaneous shopping goods stores-----	181	32 553	4 464	1 020	770
5992	Florists -----	26	(D)	726	177	124

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lexington-Fayette, Ky., SMSA					
	Retail stores ² -----	2 418	1 131 199	134 696	30 871	22 106
52	Building materials, hardware, garden supply, and mobile home dealers -----	97	51 823	5 810	1 225	576
525	Hardware stores -----	23	(D)	675	139	93
52 ex. 525	Other -----	74	(D)	5 135	1 086	483
53	General merchandise group stores -----	68	178 834	24 240	5 548	4 163
531	Department stores ³ -----	23	158 382	22 134	5 016	3 757
533	Variety stores -----	21	(D)	1 323	303	275
539	Miscellaneous general merchandise stores -----	24	(D)	783	229	131
54	Food stores ⁴ -----	329	231 397	21 344	4 981	2 942
541	Grocery stores -----	267	225 724	20 401	4 759	2 708
55 ex. 554	Automotive dealers -----	152	238 221	20 661	4 589	1 696
554	Gasoline service stations -----	251	102 205	7 363	1 735	1 285
56	Apparel and accessory stores -----	208	66 224	9 069	2 156	1 644
561	Men's and boys' clothing and furnishings stores -----	37	(D)	1 374	338	213
562, 3, 8	Women's clothing and specialty stores and furriers -----	70	21 606	2 827	656	539
562	Women's ready-to-wear stores -----	61	(D)	2 638	609	494
565	Family clothing stores -----	32	20 068	2 800	625	490
566	Shoe stores -----	49	9 741	1 509	353	243
564, 9	Other apparel and accessory stores -----	20	(D)	559	184	159
57	Furniture, home furnishings, and equipment stores -----	186	46 374	7 326	1 726	876
5712	Furniture stores -----	59	19 778	2 862	691	335
5713, 4, 9	Home furnishings stores -----	60	6 628	1 112	228	132
572, 3	Household appliance, radio, television, and music stores -----	67	19 968	3 352	807	409
58	Eating and drinking places -----	428	95 968	23 430	5 276	6 304
5812	Eating places -----	372	90 357	22 300	4 985	5 937
5813	Drinking places (alcoholic beverages) -----	56	5 611	1 130	291	367
591	Drug and proprietary stores -----	73	(D)	5 198	1 256	841
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	626	(D)	10 255	2 379	1 779
592	Liquor stores -----	103	31 036	2 292	542	470
594	Miscellaneous shopping goods stores -----	233	35 593	4 805	1 095	840
5992	Florists -----	40	4 435	941	224	168

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Lexington-Fayette Urban County Government					
	Retail stores² -----	219	65 843	10 637	2 461	2 224
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	503	76	21	16
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	7 870	1 632	406	411
531	Department stores ³ -----	3	6 463	1 344	332	338
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores -----	16	3 691	333	84	74
55 ex. 554	Automotive dealers -----	13	21 923	2 878	521	419
554	Gasoline service stations -----	13	1 959	214	54	62
56	Apparel and accessory stores -----	33	9 233	2 022	501	514
561	Men's and boys' clothing and furnishings stores -----	8	1 764	374	103	85
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	3 276	682	166	170
562	Woman's ready-to-wear stores -----	8	3 156	658	160	159
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	1 494	293	78	55
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	20	6 927	1 195	345	233
5712	Furniture stores -----	10	3 894	683	178	125
5713, 4, 9	Home furnishings stores -----	5	428	124	28	20
572, 3	Household appliance, radio, television, and music stores -----	5	2 605	388	139	88
58	Eating and drinking places -----	39	2 531	623	125	169
5812	Eating places -----	31	2 272	606	122	164
5813	Drinking places (alcoholic beverages) -----	8	259	17	3	5
591	Drug and proprietary stores -----	8	2 164	365	88	83
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	61	9 042	1 299	316	243
592	Liquor stores -----	12	1 769	152	40	37
594	Miscellaneous shopping goods stores -----	29	5 959	837	181	159
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Lexington-Fayette Urban County Government			
	Retail stores ² -----	23.3	141.9	77.6
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	202.9	70.0
525 52 ex. 525	Hardware stores -----	20.6 (NC)	(D) (D)	(D) (D)
525	Other -----			
53	General merchandise group stores -----	-4.5	134.4	65.6
531	Department stores ³ -----	-25.0	139.9	67.6
533	Variety stores-----	29.8	-41.8 (NC)	8.9 126.6
539	Miscellaneous general merchandise stores-----			
54	Food stores ⁴ -----	(D)	163.0	80.2
541	Grocery stores-----	(NA)	162.8	80.8
55 ex. 554	Automotive dealers -----	58.1	132.7	89.2
554	Gasoline service stations-----	57.8	200.0	88.4
56	Apparel and accessory stores-----	52.6	123.2	59.9
561	Men's and boys' clothing and furnishings stores -----	25.4	(D)	55.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	93.2	148.3	74.9
562	Women's ready-to-wear stores -----	(D)	(D)	93.7
565	Family clothing stores -----	131.3	184.8	89.4
566	Shoe stores -----	-32.5	49.7	15.5
564, 9	Other apparel and accessory stores -----	-41.5	(D)	28.3
57	Furniture, home furnishings, and equipment stores-----	-11.2	133.7	78.8
5712	Furniture stores-----	(D)	149.2	89.9
5713, 4, 9	Home furnishings stores-----	(D)	(D)	83.1
572, 3	Household appliance, radio, television, and music stores-----	(D)	(D)	67.8
58	Eating and drinking places-----	45.1	160.7	109.8
5812	Eating places-----	37.9	166.3	112.8
5813	Drinking places (alcoholic beverages)-----	108.5	101.4	71.2
591	Drug and proprietary stores-----	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(D)	(D)	(D)
592	Liquor stores-----	-54.6	(D)	44.5
594	Miscellaneous shopping goods stores-----	-13.5	141.1	89.3
5992	Florists-----	-3.8	(D)	40.7

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Lexington-Fayette Urban County Government					
	Retail stores ¹ -----	9.2	7.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	4.0	4.6
525	Hardware stores -----	10.7	6.2	(D)	(D)	(D)
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4.6	4.2	9.3	18.6	15.8
531	Department stores ² -----	3.2	3.1	6.0	17.2	14.0
533	Variety stores -----	54.2	15.7	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	(D)
54	Food stores ³ -----	(D)	(D)	(D)	18.0	20.5
541	Grocery stores -----	(D)	(D)	(D)	17.4	20.0
55 ex. 554	Automotive dealers -----	18.6	14.6	42.7	21.0	21.1
554	Gasoline service stations -----	4.2	3.0	3.8	8.3	9.0
56	Apparel and accessory stores -----	23.7	21.3	17.4	6.7	5.9
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	2.7	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	31.2	29.3	7.8	2.3	1.9
562	Women's ready-to-wear stores -----	32.6	30.4	(D)	(D)	(D)
565	Family clothing stores -----	23.8	(D)	(D)	(D)	1.8
566	Shoe stores -----	(D)	10.3	1.2	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.4	(D)
57	Furniture, home furnishings, and equipment stores -----	15.7	13.3	7.6	4.4	4.1
5712	Furniture stores -----	(D)	(D)	(D)	1.9	1.7
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.6	0.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.0	1.8
58	Eating and drinking places -----	4.9	3.8	4.5	8.5	8.5
5812	Eating places -----	4.5	3.5	3.9	7.9	8.0
5813	Drinking places (alcoholic beverages) -----	10.6	9.6	0.7	0.6	0.5
591	Drug and proprietary stores -----	(D)	4.8	(D)	2.7	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	8.3	(D)	7.9	(D)
592	Liquor stores -----	(D)	2.6	1.0	(D)	2.7
594	Miscellaneous shopping goods stores -----	15.8	14.5	6.4	3.7	3.1
5992	Florists -----	3.8	(D)	(D)	(D)	0.4

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

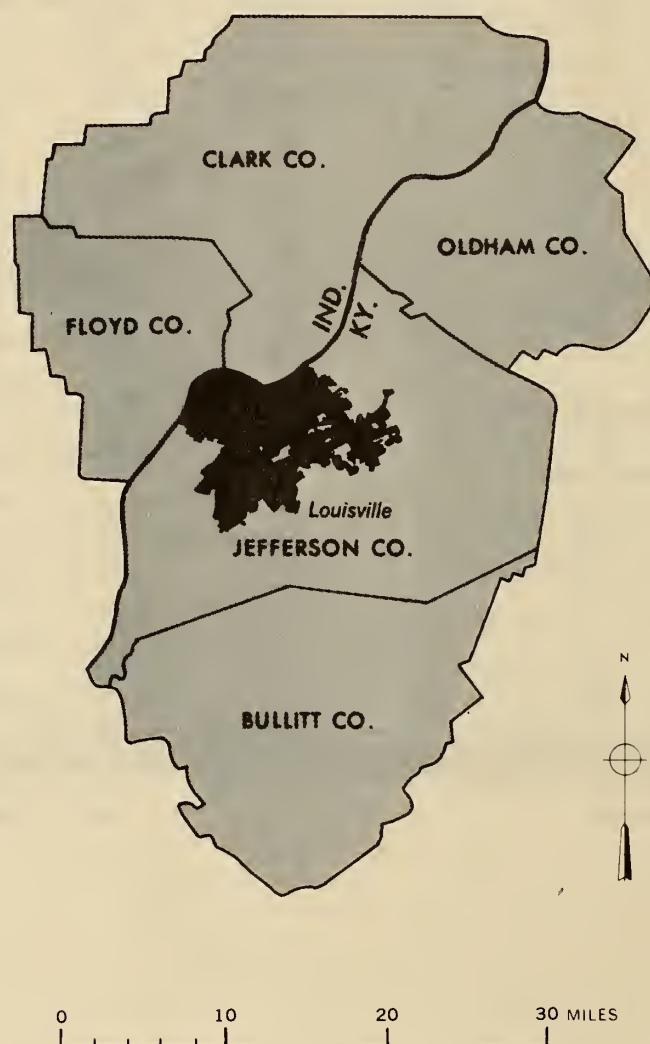
²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

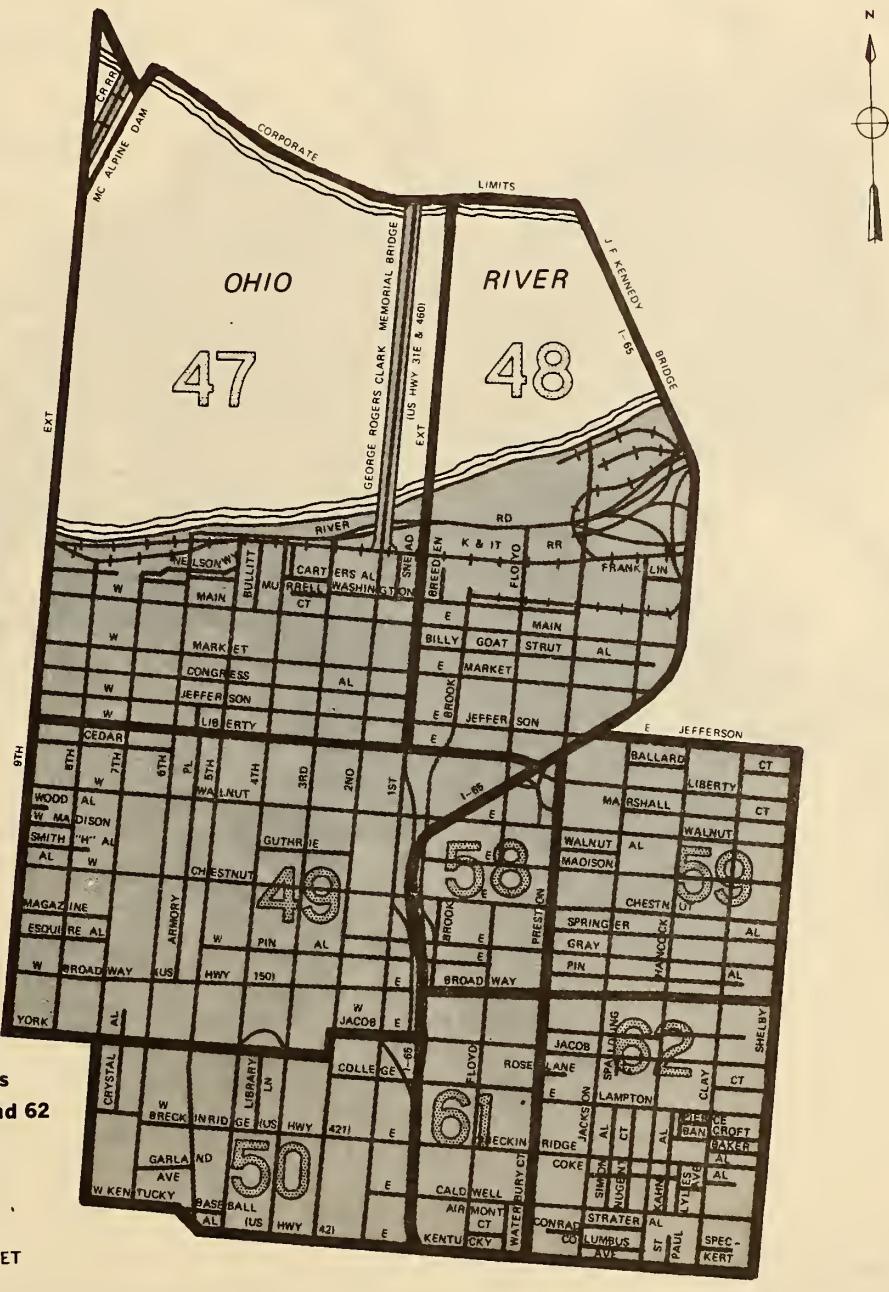
LOUISVILLE

Standard Metropolitan Statistical Area



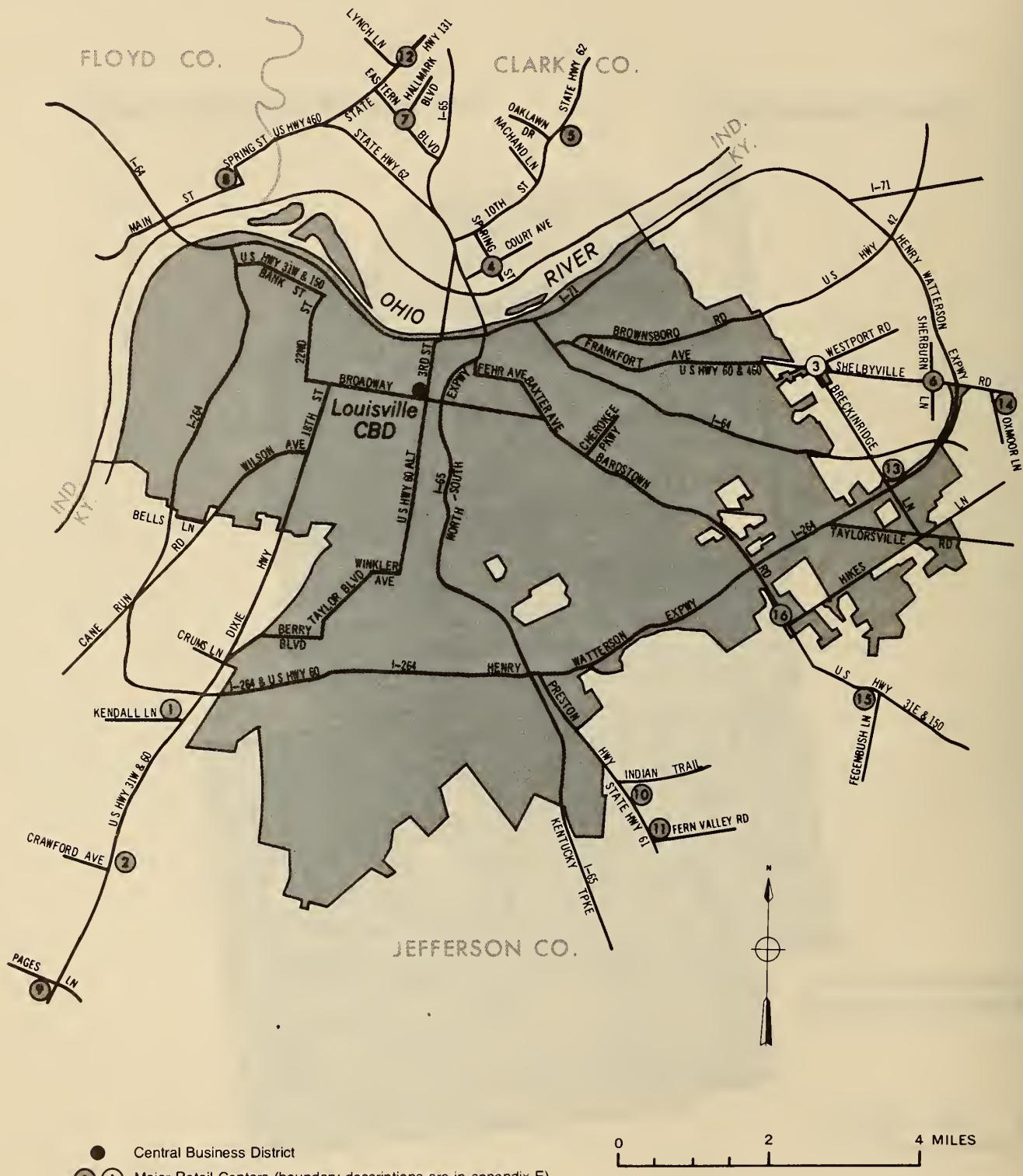
LOUISVILLE

Central Business District



LOUISVILLE

Major Retail Centers



Central Business District

Major Retail Centers (boundary descriptions are in appendix E)

Central City

A horizontal scale bar with a total length of 4 miles, divided into 8 equal segments. The segments are marked by vertical tick marks. The first tick mark is labeled '0' at its left end. The second tick mark is labeled '2' at its left end. The right end of the scale bar is labeled '4 MILES'.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 1	No. 2	No. 3	No. 4
	Retail stores:^{1, 2}							
	Number -----	6 330	2 631	419	28	63	123	67
	Sales (\$1,000) -----	3 059 427	1 086 697	271 390	20 988	76 219	60 803	28 023
	Payroll entire year (\$1,000) -----	370 218	145 823	44 227	2 758	7 989	8 243	2 844
	Paid employees for week including March 12 -----	57 615	23 234	6 675	303	1 084	1 054	360
54, 58, 591	Convenience goods stores:							
	Number -----	2 370	1 164	166	9	14	26	14
	Sales (\$1,000) -----	1 052 295	454 861	45 551	4 216	11 384	15 088	3 781
53, 56, 57; 594	Shopping goods stores (GAF):³							
	Number -----	1 499	549	136	7	32	58	16
	Sales (\$1,000) -----	803 845	242 181	103 598	11 593	21 452	19 214	(D)
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number -----	2 461	918	117	12	17	39	37
	Sales (\$1,000) -----	1 203 287	389 655	122 241	5 179	43 383	26 501	(D)
	Number of Establishments							
	Retail stores^{1, 2} -----	6 330	2 631	419	28	63	123	67
52	Building materials, hardware, garden supply, and mobile home dealers -----	279	86	8	2	2	7	6
525	Hardware stores -----	111	44	6	-	-	2	1
52 ex. 525	Other -----	168	42	2	2	2	5	5
53	General merchandise group stores -----	145	45	10	3	5	3	4
531	Department stores⁴ -----	46	12	4	1	3	1	-
533	Variety stores -----	59	26	5	2	1	1	3
539	Miscellaneous general merchandise stores -----	40	7	1	-	1	1	1
54	Food stores⁵ -----	855	410	27	4	3	9	5
541	Grocery stores -----	624	319	19	2	2	6	4
55 ex. 554	Automotive dealers -----	465	139	24	4	6	5	10
554	Gasoline service stations -----	669	229	9	3	6	9	4
56	Apparel and accessory stores -----	389	150	65	2	11	13	3
561	Men's and boys' clothing and furnishings stores -----	72	33	17	-	2	2	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	134	51	21	1	3	7	2
562	Women's ready-to-wear stores -----	105	39	16	1	3	6	2
565	Family clothing stores -----	46	16	2	-	1	2	-
566	Shoe stores -----	95	38	22	-	4	2	-
564, 9	Other apparel and accessory stores -----	42	12	3	1	1	-	-
57	Furniture, home furnishings, and equipment stores -----	471	169	22	1	10	22	6
5712	Furniture stores -----	136	63	9	-	3	5	3
5713, 4, 9	Home furnishings stores -----	145	40	3	-	1	7	2
572, 3	Household appliance, radio, television, and music stores -----	190	66	10	1	6	10	1
58	Eating and drinking places -----	1 300	657	126	4	8	14	8
5812	Eating places -----	947	443	91	4	8	11	6
5813	Drinking places (alcoholic beverages) -----	353	214	35	-	-	3	2
591	Drug and proprietary stores -----	215	97	13	1	3	3	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	1 542	649	115	4	9	38	20
592	Liquor stores -----	304	150	17	1	-	3	2
594	Miscellaneous shopping goods stores -----	494	185	39	1	6	20	3
5992	Florists -----	110	44	5	-	-	4	3

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 5	No. 6	No. 7	No. 8	No. 9	No. 10
	Retail stores:^{1, 2}						
	Number -----	23	145	28	126	39	28
	Sales (\$1,000) -----	16 071	182 135	32 695	62 323	27 019	40 185
	Payroll entire year (\$1,000) -----	1 717	21 327	3 206	6 648	3 262	5 087
	Paid employees for week including March 12 -----	240	3 108	530	923	548	674
54, 58, 591	Convenience goods stores:						
	Number -----	13	35	10	33	16	7
	Sales (\$1,000) -----	6 161	23 869	6 328	13 294	8 570	9 045
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	5	79	8	46	15	14
	Sales (\$1,000) -----	396	100 540	18 520	17 543	16 811	13 761
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	5	31	10	47	8	7
	Sales (\$1,000) -----	9 514	57 726	7 847	31 486	1 638	17 379
	Number of Establishments						
	Retail stores^{1, 2} -----	23	145	28	126	39	28
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	2	2	10	-	1
525	Hardware stores -----	-	-	1	1	-	-
52 ex. 525	Other -----	-	2	1	9	-	1
53	General merchandise group stores -----	-	7	2	1	2	2
531	Department stores ⁴ -----	-	5	2	-	2	2
533	Variety stores -----	-	-	-	1	-	-
539	Miscellaneous general merchandise stores -----	-	2	-	-	-	-
54	Food stores⁵ -----	5	9	2	6	4	3
541	Grocery stores -----	2	5	2	2	3	2
55 ex. 554	Automotive dealers -----	4	8	1	18	1	4
554	Gasoline service stations -----	1	10	6	8	1	-
56	Apparel and accessory stores -----	1	32	1	12	5	5
561	Men's and boys' clothing and furnishings stores -----	-	9	-	1	1	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	-	14	-	3	1	1
562	Women's ready-to-wear stores -----	-	12	-	3	1	1
565	Family clothing stores -----	1	2	-	4	-	1
566	Shoe stores -----	-	5	1	2	2	3
564, 9	Other apparel and accessory stores -----	-	2	-	2	1	-
57	Furniture, home furnishings, and equipment stores -----	3	22	5	16	3	3
5712	Furniture stores -----	-	5	1	7	-	-
5713, 4, 9	Home furnishings stores -----	1	4	3	2	1	-
572, 3	Household appliance, radio, television, and music stores -----	2	13	1	7	2	3
58	Eating and drinking places -----	7	21	6	22	12	3
5812	Eating places -----	7	20	5	12	10	3
5813	Drinking places (alcoholic beverages) -----	-	1	1	10	2	-
591	Drug and proprietary stores -----	1	5	2	5	-	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	1	29	1	28	11	6
592	Liquor stores -----	-	2	1	1	1	-
594	Miscellaneous shopping goods stores -----	1	18	-	17	5	4
5992	Florists -----	-	1	-	-	1	1

See footnotes at end of table.

Table 1. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 11	No. 12	No. 13	No. 14	No. 15	No. 16
	Retail stores:¹ ²						
	Number -----	27	59	76	76	40	110
	Sales (\$1,000) -----	32 356	74 713	56 455	87 216	32 509	106 680
	Payroll entire year (\$1,000) -----	3 294	8 517	7 122	10 399	3 770	13 432
	Paid employees for week including March 12 -----	566	1 310	1 298	2 078	520	1 995
54, 58, 591	Convenience goods stores:						
	Number -----	17	15	25	14	15	39
	Sales (\$1,000) -----	6 626	11 364	10 518	4 237	5 924	23 270
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	6	37	35	52	17	49
	Sales (\$1,000) -----	10 730	51 691	13 740	62 879	5 355	57 316
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	11	7	16	10	8	22
	Sales (\$1,000) -----	15 000	11 658	32 197	20 100	21 230	26 094
	Number of Establishments						
	Retail stores^{1, 2} -----	27	59	76	76	40	110
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	1	-	-	-
525	Hardware stores -----	-	-	-	-	-	-
52 ex. 525	Other -----	-	-	1	-	-	-
53	General merchandise group stores -----	1	6	1	2	1	3
531	Department stores ⁴ -----	1	4	1	2	1	3
533	Variety stores -----	-	1	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	1	-	-	-	-
54	Food stores⁵ -----	4	2	2	5	5	12
541	Grocery stores -----	1	1	-	1	2	5
55 ex. 554	Automotive dealers -----	5	2	3	3	2	3
554	Gasoline service stations -----	4	1	1	2	4	9
56	Apparel and accessory stores -----	1	13	15	32	4	24
561	Men's and boys' clothing and furnishings stores -----	-	2	2	8	1	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	6	5	13	2	8
562	Women's ready-to-wear stores -----	1	5	3	9	2	7
565	Family clothing stores -----	-	-	3	1	-	3
566	Shoe stores -----	-	5	1	8	1	7
564, 9	Other apparel and accessory stores -----	-	-	4	2	-	-
57	Furniture, home furnishings, and equipment stores -----	3	8	10	5	7	7
5712	Furniture stores -----	-	1	4	-	1	-
5713, 4, 9	Home furnishings stores -----	1	1	4	2	1	1
572, 3	Household appliance, radio, television, and music stores -----	2	6	2	3	5	6
58	Eating and drinking places -----	6	12	22	8	10	23
5812	Eating places -----	5	12	19	8	7	21
5813	Drinking places (alcoholic beverages) -----	1	-	3	-	3	2
591	Drug and proprietary stores -----	-	1	1	1	-	4
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	3	14	20	18	7	25
592	Liquor stores -----	1	1	2	-	1	3
594	Miscellaneous shopping goods stores -----	1	10	9	13	5	15
5992	Florists -----	-	1	1	1	-	2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Louisville CBD					
	Retail stores² -----	419	271 390	44 227	10 932	6 675
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	1 135	263	59	36
525	Hardware stores -----	6	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	52 452	11 756	3 071	1 967
531	Department stores ³ -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	27	9 280	861	210	116
541	Grocery stores -----	19	7 594	696	179	92
55 ex. 554	Automotive dealers -----	24	101 880	9 599	2 134	691
554	Gasoline service stations -----	9	6 776	535	136	79
56	Apparel and accessory stores -----	65	20 133	4 972	1 243	684
561	Men's and boys' clothing and furnishings stores -----	17	7 610	2 226	587	282
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	7 943	1 986	478	283
562	Women's ready-to-wear stores -----	16	6 912	1 812	426	264
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	22	3 775	659	155	100
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	22	16 481	2 931	756	299
5712	Furniture stores -----	9	7 968	1 831	499	188
5713, 4, 9	Home furnishings stores -----	3	846	186	31	14
572, 3	Household appliance, radio, television, and music stores -----	10	7 667	914	226	97
58	Eating and drinking places -----	126	30 963	8 334	2 031	2 106
5812	Eating places -----	91	27 733	7 728	1 884	1 945
5813	Drinking places (alcoholic beverages) -----	35	3 230	606	147	161
591	Drug and proprietary stores -----	13	5 308	908	228	122
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	115	26 982	4 068	1 064	575
592	Liquor stores -----	17	3 179	265	61	54
594	Miscellaneous shopping goods stores -----	39	14 532	2 201	619	312
5992	Florists -----	5	784	154	41	25

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 3					
	Retail stores²-----	123	60 803	8 243	1 828	1 054
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	1 408	175	36	24
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores⁴-----	9	9 478	1 108	262	113
541	Grocery stores-----	6	8 199	848	212	76
55 ex. 554	Automotive dealers -----	5	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	9	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	13	3 495	505	131	95
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	2 305	361	96	70
562	Women's ready-to-wear stores -----	6	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	22	4 040	604	141	71
5712	Furniture stores -----	5	952	165	37	21
5713, 4, 9	Home furnishings stores -----	7	887	189	43	23
572, 3	Household appliance, radio, television, and music stores -----	10	2 201	250	61	27
58	Eating and drinking places-----	14	(D)	(D)	(D)	(D)
5812	Eating places -----	11	3 337	758	170	216
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵-----	38	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	1 129	118	28	21
594	Miscellaneous shopping goods stores-----	20	(D)	(D)	(D)	(D)
5992	Florists -----	4	866	240	51	35

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 6					
	Retail stores²	145	182 135	21 327	5 069	3 108
52	Building materials, hardware, garden supply, and mobile home dealers	2	(D)	(D)	(D)	(D)
525	Hardware stores	—	—	—	—	—
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	7	67 682	8 086	1 794	1 267
531	Department stores ³	5	(D)	(D)	(D)	(D)
533	Variety stores	—	—	—	—	—
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)
54	Food stores⁴	9	13 923	1 445	348	177
541	Grocery stores	5	13 277	1 350	325	142
55 ex. 554	Automotive dealers	8	52 731	4 904	1 284	350
554	Gasoline service stations	10	3 520	283	71	43
56	Apparel and accessory stores	32	12 972	1 667	430	291
561	Men's and boys' clothing and furnishings stores	9	3 904	568	187	100
562, 3, 8	Women's clothing and specialty stores and furriers	14	6 805	808	183	138
562	Women's ready-to-wear stores	12	(D)	(D)	(D)	(D)
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	5	1 550	227	50	45
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	22	12 791	1 593	379	190
5712	Furniture stores	5	4 637	742	140	58
5713, 4, 9	Home furnishings stores	4	3 243	279	55	33
572, 3	Household appliance, radio, television, and music stores	13	4 911	572	184	99
58	Eating and drinking places	21	7 245	1 774	404	516
5812	Eating places	20	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	5	2 701	383	102	58
59 ex. 591, 6	Miscellaneous retail stores⁵	29	(D)	(D)	(D)	(D)
592	Liquor stores	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	18	7 095	951	202	177
5992	Florists	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 8					
	Retail stores²	126	62 323	6 648	1 528	923
52	Building materials, hardware, garden supply, and mobile home dealers	10	1 768	297	67	38
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	9	(D)	(D)	(D)	(D)
53	General merchandise group stores	1	(D)	(D)	(D)	(D)
531	Department stores ³	-	-	-	-	-
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	Food stores⁴	6	8 975	940	215	110
541	Grocery stores	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	18	25 603	1 697	351	166
554	Gasoline service stations	8	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	12	7 988	1 004	220	149
561	Men's and boys' clothing and furnishings stores	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	3	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	3	(D)	(D)	(D)	(D)
565	Family clothing stores	4	(D)	(D)	(D)	(D)
566	Shoe stores	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	16	8 221	1 023	278	117
5712	Furniture stores	7	6 655	750	211	83
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	7	(D)	(D)	(D)	(D)
58	Eating and drinking places	22	2 596	757	167	166
5812	Eating places	12	1 876	622	136	125
5813	Drinking places (alcoholic beverages)	10	720	135	31	41
591	Drug and proprietary stores	5	1 723	236	60	45
59 ex. 591, 6	Miscellaneous retail stores⁵	28	(D)	(D)	(D)	(D)
592	Liquor stores	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	17	(D)	(D)	(D)	(D)
5992	Florists	-	-	-	-	-

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 16					
	Retail stores²	110	106 680	13 432	3 025	1 995
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	-	-	-
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	General merchandise group stores	3	37 886	5 067	1 153	589
531	Department stores ³	3	37 886	5 067	1 153	589
533	Variety stores	-	-	-	-	-
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	Food stores⁴	12	11 278	1 293	295	167
541	Grocery stores	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	3	(D)	(D)	(D)	(D)
554	Gasoline service stations	9	2 690	254	61	32
56	Apparel and accessory stores	24	12 792	1 428	337	278
561	Men's and boys' clothing and furnishings stores	6	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furniers	8	5 463	544	124	108
562	Women's ready-to-wear stores	7	(D)	(D)	(D)	(D)
565	Family clothing stores	3	(D)	(D)	(D)	(D)
566	Shoe stores	7	2 439	371	88	60
564, 9	Other apparel and accessory stores	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	7	2 031	184	41	30
5712	Furniture stores	-	-	-	-	-
5713, 4, 9	Home furnishings stores	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	6	(D)	(D)	(D)	(D)
58	Eating and drinking places	23	8 724	2 016	476	569
5812	Eating places	21	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	4	3 268	524	124	84
59 ex. 591, 6	Miscellaneous retail stores⁵	25	(D)	(D)	(D)	(D)
592	Liquor stores	3	857	92	44	16
594	Miscellaneous shopping goods stores	15	4 607	616	141	93
5992	Florists	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Louisville					
	Retail stores ² -----	2 631	1 086 697	145 823	34 518	23 234
52	Building materials, hardware, garden supply, and mobile home dealers -----	86	42 519	6 364	1 398	592
525	Hardware stores -----	44	7 550	1 142	254	161
52 ex. 525	Other -----	42	34 969	5 222	1 144	431
53	General merchandise group stores -----	45	111 393	(D)	(D)	(D)
531	Department stores ³ -----	12	98 519	17 036	4 351	2 901
533	Variety stores -----	26	(D)	1 487	315	281
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	410	269 902	27 857	6 455	3 515
541	Grocery stores -----	319	254 270	25 425	5 928	3 033
55 ex. 554	Automotive dealers -----	139	198 110	19 239	4 436	1 538
554	Gasoline service stations -----	229	88 287	6 533	1 586	1 000
56	Apparel and accessory stores -----	150	39 161	7 671	1 886	1 181
561	Men's and boys' clothing and furnishings stores -----	33	(D)	2 893	772	403
562, 3, 8	Women's clothing and specialty stores and furriers -----	51	15 771	3 060	718	490
562	Women's ready-to-wear stores -----	39	(D)	2 828	650	462
565	Family clothing stores -----	16	3 059	430	93	81
566	Shoe stores -----	38	7 406	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	12	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	169	60 000	8 421	2 104	961
5712	Furniture stores -----	63	27 043	4 426	1 183	476
5713, 4, 9	Home furnishings stores -----	40	5 592	932	206	119
572, 3	Household appliance, radio, television, and music stores -----	66	27 365	3 063	715	366
58	Eating and drinking places -----	657	139 243	32 890	7 573	8 390
5812	Eating places -----	443	119 003	29 646	6 830	7 668
5813	Drinking places (alcoholic beverages) -----	214	20 240	3 244	743	722
591	Drug and proprietary stores -----	97	45 716	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	649	92 366	11 757	2 821	1 842
592	Liquor stores -----	150	29 609	2 347	567	464
594	Miscellaneous shopping goods stores -----	185	31 627	4 336	1 092	730
5992	Florists -----	44	4 712	910	215	153

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Louisville, Ky.-Ind., SMSA					
	Retail stores ² -----	6 330	3 059 427	370 218	85 434	57 615
52	Building materials, hardware, garden supply, and mobile home dealers -----	279	145 431	18 410	3 855	1 870
525	Hardware stores -----	111	25 990	3 770	827	566
52 ex. 525	Other -----	168	119 441	14 640	3 028	1 304
53	General merchandise group stores -----	145	459 525	61 023	14 276	10 147
531	Department stores ³ -----	46	392 943	53 893	12 749	8 937
533	Variety stores-----	59	31 617	4 084	926	828
539	Miscellaneous general merchandise stores-----	40	34 965	3 046	601	382
54	Food stores ⁴ -----	855	654 316	64 786	14 994	8 252
541	Grocery stores-----	624	615 499	59 044	13 677	7 039
55 ex. 554	Automotive dealers -----	465	661 975	60 689	13 593	4 799
554	Gasoline service stations-----	669	265 382	19 169	4 603	3 043
56	Apparel and accessory stores-----	389	123 936	17 433	4 252	2 937
561	Men's and boys' clothing and furnishings stores -----	72	27 575	5 052	1 404	752
562, 3, 8	Women's clothing and specialty stores and furriers -----	134	60 308	7 593	1 729	1 322
562	Women's ready-to-wear stores -----	105	53 751	(D)	(D)	(D)
565	Family clothing stores -----	46	12 721	1 596	359	319
566	Shoe stores -----	95	19 831	2 809	655	458
564, 9	Other apparel and accessory stores -----	42	3 501	383	105	86
57	Furniture, home furnishings, and equipment stores-----	471	150 049	19 461	4 578	2 244
5712	Furniture stores -----	136	68 001	9 609	2 295	995
5713, 4, 9	Home furnishings stores -----	145	25 093	3 393	719	394
572, 3	Household appliance, radio, television, and music stores -----	190	56 955	6 459	1 564	855
58	Eating and drinking places-----	1 300	294 362	70 198	15 846	17 884
5812	Eating places -----	947	260 665	64 754	14 582	16 658
5813	Drinking places (alcoholic beverages) -----	353	33 697	5 444	1 264	1 226
591	Drug and proprietary stores -----	215	103 617	14 903	3 606	2 366
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	1 542	200 834	24 146	5 831	4 073
592	Liquor stores -----	304	66 233	5 369	1 335	1 087
594	Miscellaneous shopping goods stores -----	494	70 335	9 387	2 252	1 686
5992	Florists -----	110	10 529	1 977	487	362

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Louisville					
	Retail stores² -----	488	235 994	36 986	8 976	7 138
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	3 859	481	114	78
525	Hardware stores -----	4	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	19	41 919	9 497	2 488	1 992
531	Department stores ³ -----	5	32 743	8 069	2 162	1 727
533	Variety stores-----	9	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	5	(D)	(D)	(D)	(D)
54	Food stores -----	42	9 637	1 090	257	240
55 ex. 554	Automotive dealers -----	29	97 724	8 957	1 988	912
554	Gasoline service stations -----	19	3 649	665	154	132
56	Apparel and accessory stores -----	76	22 220	5 084	1 252	1 012
561	Men's and boys' clothing and furnishings stores -----	17	7 183	1 526	363	227
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	9 135	2 038	504	483
562	Women's ready-to-wear stores -----	14	8 157	1 857	460	434
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	25	2 937	448	107	98
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	33	10 665	2 106	514	313
5712	Furniture stores -----	11	2 932	803	190	112
5713, 4, 9	Home furnishings stores -----	5	1 631	445	103	71
572, 3	Household appliance, radio, television, and music stores -----	17	6 102	858	221	130
58	Eating and drinking places -----	109	16 760	4 470	1 140	1 568
5812	Eating places -----	73	14 207	3 937	1 000	1 361
5813	Drinking places (alcoholic beverages) -----	36	2 553	533	140	207
591	Drug and proprietary stores -----	19	6 127	960	254	204
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	137	23 434	3 676	815	687
592	Liquor stores -----	27	3 854	249	63	70
594	Miscellaneous shopping goods stores -----	52	12 701	2 135	477	410
5992	Florists -----	6	475	75	21	17

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Louisville			
	Retail stores ² -----	(NC)	25.5	55.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NC)	2.9	52.1
525	Hardware stores -----	(NC)	(D)	41.3
52 ex. 525	Other -----	(NC)	-1.7	54.7
53	General merchandise group stores -----	(NC)	-14.1	27.9
531	Department stores ³ -----	(NC)	-9.0	26.2
533	Variety stores -----	(NC)	(D)	1.2
539	Miscellaneous general merchandise stores-----	(NC)	(D)	110.1
54	Food stores ⁴ -----	(NC)	57.0	59.8
541	Grocery stores -----	(NA)	62.0	61.5
55 ex. 554	Automotive dealers -----	(NC)	4.5	57.3
554	Gasoline service stations-----	(NC)	67.8	79.8
56	Apparel and accessory stores -----	(NC)	-8.1	38.2
561	Men's and boys' clothing and furnishings stores -----	(NC)	(D)	27.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NC)	-8.9	59.4
562	Women's ready-to-wear stores -----	(NC)	(D)	61.3
565	Family clothing stores -----	(NC)	-54.7	-10.9
566	Shoe stores -----	(NC)	7.5	56.5
564, 9	Other apparel and accessory stores -----	(NC)	(D)	9.5
57	Furniture, home furnishings, and equipment stores-----	(NC)	42.7	74.0
5712	Furniture stores -----	(NC)	51.5	60.8
5713, 4, 9	Home furnishings stores -----	(NC)	-27.3	71.6
572, 3	Household appliance, radio, television, and music stores-----	(NC)	65.8	94.2
58	Eating and drinking places-----	(NC)	70.3	97.6
5812	Eating places -----	(NC)	78.5	112.4
5813	Drinking places (alcoholic beverages) -----	(NC)	33.8	28.2
591	Drug and proprietary stores -----	(NC)	22.2	40.6
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(NC)	20.4	44.0
592	Liquor stores -----	(NC)	-0.2	24.6
594	Miscellaneous shopping goods stores-----	(NC)	35.2	63.0
5992	Florists -----	(NC)	12.3	45.1

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Louisville					
	Retail stores¹ -----	25.0	8.9	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	2.7	0.8	0.4	3.9	4.8
525	Hardware stores -----	(D)	(D)	(D)	0.7	0.8
52 ex. 525	Other -----	(D)	(D)	(D)	3.2	3.9
53	General merchandise group stores -----	47.1	11.4	19.3	10.3	15.0
531	Department stores² -----	(D)	(D)	(D)	9.1	12.8
533	Variety stores -----	27.8	(D)	(D)	(D)	1.0
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)	(D)	1.1
54	Food stores³ -----	3.4	1.4	3.4	24.8	21.4
541	Grocery stores-----	3.0	1.2	2.8	23.4	20.1
55 ex. 554	Automotive dealers -----	51.4	15.4	37.5	18.2	21.6
554	Gasoline service stations -----	7.7	2.6	2.5	8.1	8.7
56	Apparel and accessory stores -----	51.4	16.2	7.4	3.6	4.1
561	Men's and boys' clothing and furnishings stores -----	(D)	27.6	2.8	(D)	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	50.4	13.2	2.9	1.5	2.0
562	Women's ready-to-wear stores -----	(D)	12.9	2.5	(D)	1.8
565	Family clothing stores -----	(D)	(D)	(D)	0.3	0.4
566	Shoe stores -----	51.0	19.0	1.4	0.7	0.6
564, 9	Other apparel and accessory stores -----	16.5	(D)	(D)	(D)	0.1
57	Furniture, home furnishings, and equipment stores -----	27.5	11.0	6.1	5.5	4.9
5712	Furniture stores -----	29.5	11.7	2.9	2.5	2.2
5713, 4, 9	Home furnishings stores -----	15.1	3.4	0.3	0.5	0.8
572, 3	Household appliance, radio, television, and music stores -----	28.0	13.5	2.8	2.5	1.9
58	Eating and drinking places -----	22.2	10.5	11.4	12.8	9.6
5812	Eating places -----	23.3	10.6	10.2	11.0	8.5
5813	Drinking places (alcoholic beverages) -----	16.0	9.6	1.2	1.9	1.1
591	Drug and proprietary stores -----	11.6	5.1	2.0	4.2	3.4
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	29.2	13.4	9.9	8.5	6.6
592	Liquor stores -----	10.7	4.8	1.2	2.7	2.2
594	Miscellaneous shopping goods stores-----	45.9	20.7	5.4	2.9	2.3
5992	Florists -----	16.6	7.4	0.3	0.4	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

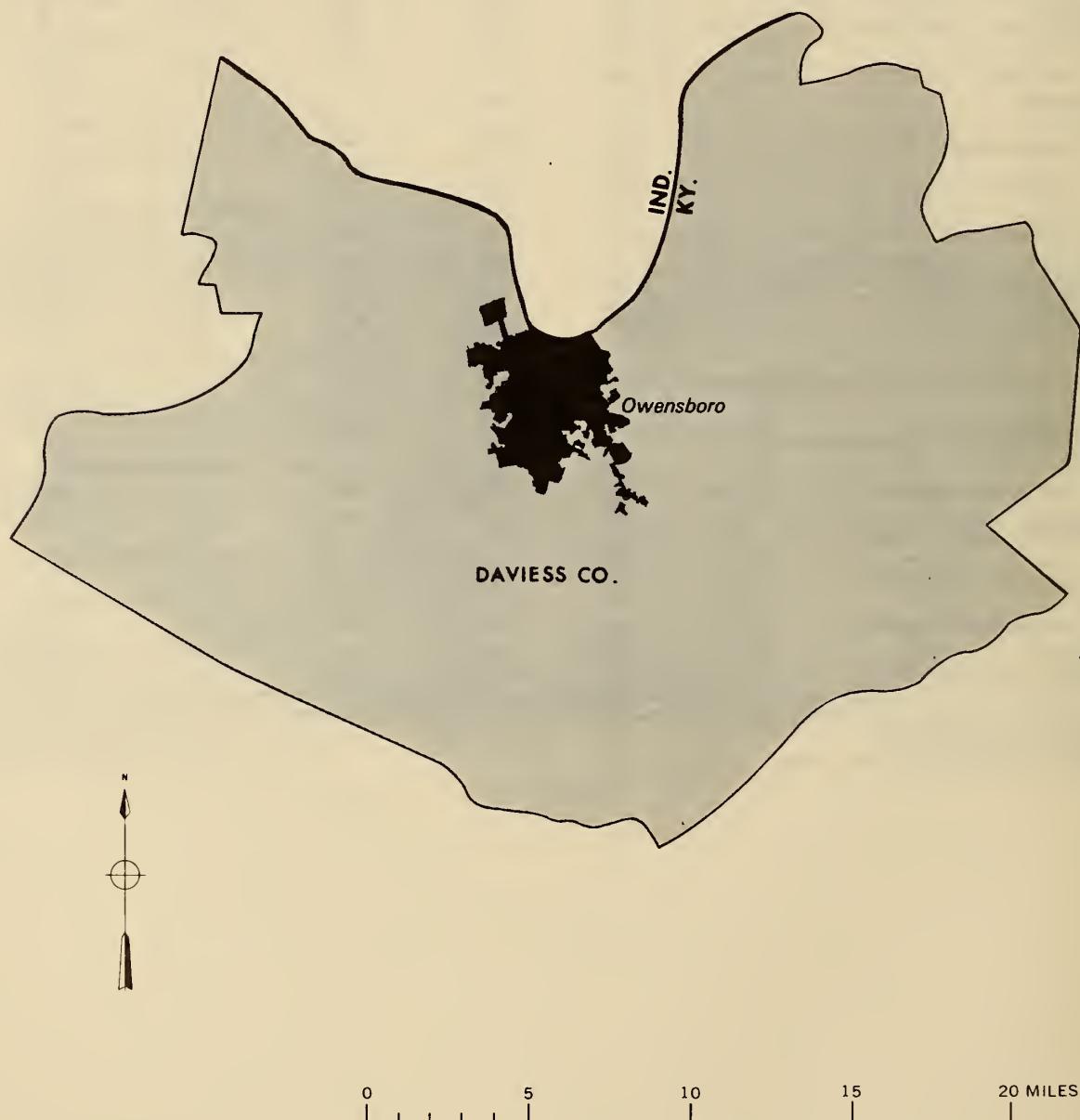
²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

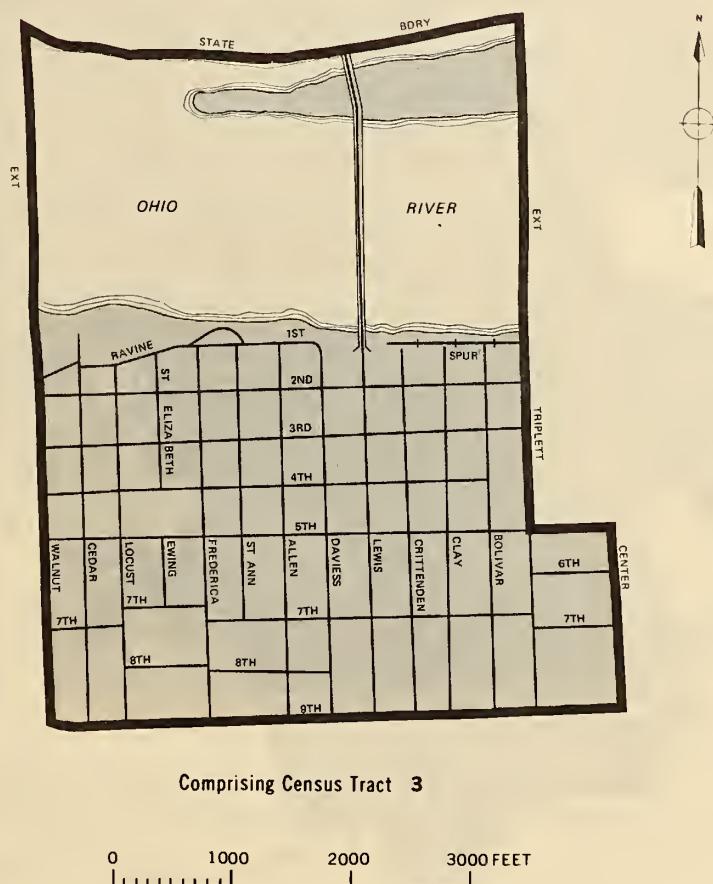
OWENSBORO

Standard Metropolitan Statistical Area



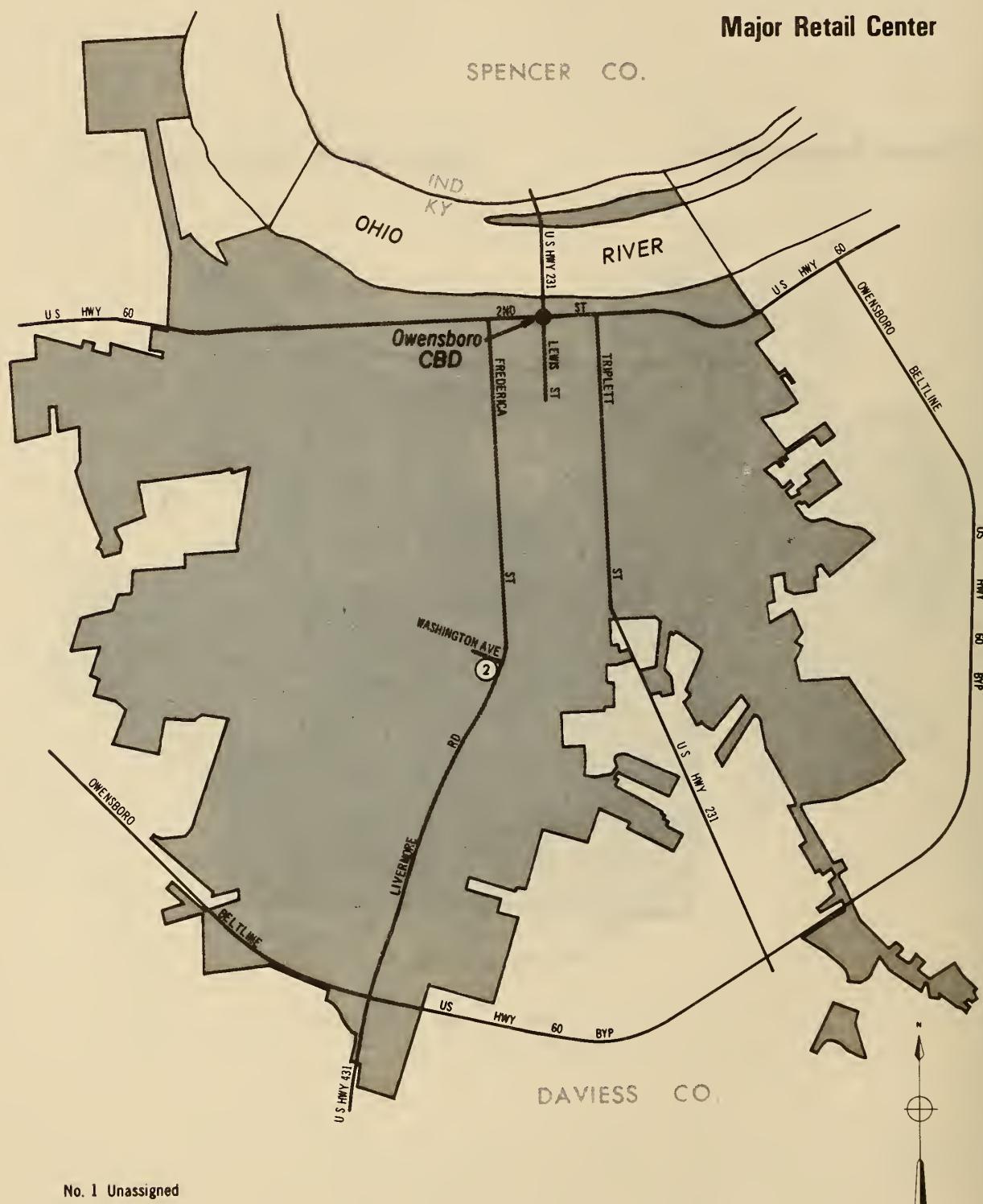
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Central Business District



OWENSBORO

Major Retail Center



No. 1 Unassigned

- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- Central City

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Central business district		Major retail center No. 2
			City	Central business district	
54, 58, 591	Retail stores:^{1, 2}				
	Number -----	798	705	102	53
	Sales (\$1,000) -----	299 818	279 795	54 898	27 578
	Payroll entire year (\$1,000) -----	34 786	33 174	7 150	3 911
54, 58, 591	Paid employees for week including March 12 -----	5 290	4 982	910	651
	Convenience goods stores:				
	Number -----	257	214	25	16
	Sales (\$1,000) -----	94 609	(D)	3 885	10 596
53, 56, 57; 594	Shopping goods stores (GAF):³				
	Number -----	211	203	41	25
	Sales (\$1,000) -----	(D)	79 854	30 001	14 044
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number -----	330	288	36	12
	Sales (\$1,000) -----	(D)	(D)	21 012	2 938
	Number of Establishments				
	Retail stores^{1, 2} -----	798	705	102	53
52	Building materials, hardware, garden supply, and mobile home dealers -----	39	29	2	3
525	Hardware stores -----	9	6	1	1
52 ex. 525	Other -----	30	23	1	2
53	General merchandise group stores -----	17	16	5	2
531	Department stores ⁴ -----	7	7	2	2
533	Variety stores -----	3	3	1	-
539	Miscellaneous general merchandise stores -----	7	6	2	-
54	Food stores⁵ -----	105	78	6	4
541	Grocery stores -----	88	62	1	3
55 ex. 554	Automotive dealers -----	102	95	15	2
554	Gasoline service stations -----	77	65	2	3
56	Apparel and accessory stores -----	65	63	19	9
561	Men's and boys' clothing and furnishings stores -----	12	12	3	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	23	6	4
562	Women's ready-to-wear stores -----	22	21	5	4
565	Family clothing stores -----	10	10	6	1
566	Shoe stores -----	12	11	3	1
564, 9	Other apparel and accessory stores -----	7	7	1	2
57	Furniture, home furnishings, and equipment stores -----	65	65	12	8
5712	Furniture stores -----	21	21	7	-
5713, 4, 9	Home furnishings stores -----	19	19	1	1
572, 3	Household appliance, radio, television, and music stores -----	25	25	4	7
58	Eating and drinking places -----	128	114	15	9
5812	Eating places -----	102	92	13	8
5813	Drinking places (alcoholic beverages) -----	26	22	2	1
591	Drug and proprietary stores -----	24	22	4	3
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	176	158	22	10
592	Liquor stores -----	26	23	3	1
594	Miscellaneous shopping goods stores -----	64	59	5	6
5992	Florists -----	12	12	3	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Owensboro CBD					
	Retail stores ² -----	102	54 898	7 150	1 504	910
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	6	456	49	9	8
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	15	18 867	1 547	342	121
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	19	4 781	714	115	91
561	Men's and boys' clothing and furnishings stores -----	3	451	88	18	13
562, 3, 8	Women's clothing and specialty stores and furriers -----	6	295	33	12	14
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	3 260	486	61	41
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	12	5 352	990	200	97
5712	Furniture stores -----	7	4 076	679	134	71
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	15	2 060	551	93	116
5812	Eating places -----	13	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	4	1 369	201	47	32
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	22	2 569	343	86	53
592	Liquor stores -----	3	462	34	6	5
594	Miscellaneous shopping goods stores -----	5	(D)	(D)	(D)	(D)
5992	Florists -----	3	334	54	12	10

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Owensboro					
	Retail stores ² -----	705	279 795	33 174	7 343	4 982
52	Building materials, hardware, garden supply, and mobile home dealers -----	29	21 135	(D)	(D)	(D)
525	Hardware stores -----	6	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	23	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	16	(D)	5 580	1 255	902
531	Department stores ³ -----	7	37 683	5 225	1 168	806
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	6	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	78	54 138	4 318	1 024	653
541	Grocery stores-----	62	53 578	4 248	1 009	638
55 ex. 554	Automotive dealers -----	95	64 657	(D)	(D)	(D)
554	Gasoline service stations-----	65	17 112	1 319	326	238
56	Apparel and accessory stores -----	63	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	12	2 058	339	94	43
562, 3, 8	Women's clothing and specialty stores and furriers -----	23	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	21	(D)	679	145	128
565	Family clothing stores -----	10	(D)	677	100	74
566	Shoe stores -----	11	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	65	16 259	2 521	530	271
5712	Furniture stores -----	21	7 018	1 116	236	122
5713, 4, 9	Home furnishings stores -----	19	2 492	298	70	36
572, 3	Household appliance, radio, television, and music stores -----	25	6 749	1 107	224	113
58	Eating and drinking places-----	114	21 497	5 006	1 171	1 248
5812	Eating places -----	92	(D)	4 587	1 071	1 154
5813	Drinking places (alcoholic beverages) -----	22	(D)	419	100	94
591	Drug and proprietary stores -----	22	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	158	(D)	(D)	(D)	(D)
592	Liquor stores -----	23	6 040	562	138	137
594	Miscellaneous shopping goods stores -----	59	6 906	859	199	151
5992	Florists -----	12	(D)	344	73	50

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Owensboro, Ky., SMSA					
	Retail stores ² -----	798	299 818	34 786	7 715	5 290
52	Building materials, hardware, garden supply, and mobile home dealers -----	39	23 753	2 869	538	256
525	Hardware stores -----	9	(D)	343	72	42
52 ex. 525	Other -----	30	(D)	2 526	466	214
53	General merchandise group stores -----	17	(D)	5 580	1 255	902
531	Department stores ³ -----	7	37 683	5 225	1 168	806
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	105	61 456	4 688	1 110	737
541	Grocery stores -----	88	60 835	4 618	1 095	722
55 ex. 554	Automotive dealers -----	102	66 812	5 788	1 236	495
554	Gasoline service stations -----	77	20 187	1 479	372	296
56	Apparel and accessory stores -----	65	16 113	2 173	447	338
561	Men's and boys' clothing and furnishings stores -----	12	2 058	339	94	43
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	4 974	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	22	(D)	679	145	128
565	Family clothing stores -----	10	(D)	677	100	74
566	Shoe stores -----	12	(D)	384	90	73
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	65	16 259	2 521	530	271
5712	Furniture stores -----	21	7 018	1 116	236	122
5713, 4, 9	Home furnishings stores -----	19	2 492	298	70	36
572, 3	Household appliance, radio, television, and music stores -----	25	6 749	1 107	224	113
58	Eating and drinking places -----	128	23 016	5 335	1 250	1 324
5812	Eating places -----	102	(D)	4 861	1 133	1 215
5813	Drinking places (alcoholic beverages) -----	26	(D)	474	117	109
591	Drug and proprietary stores -----	24	10 137	1 566	329	197
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	176	(D)	2 787	648	474
592	Liquor stores -----	26	7 310	656	160	156
594	Miscellaneous shopping goods stores -----	64	6 981	859	199	151
5992	Florists -----	12	(D)	344	73	50

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Owensboro SMSA in 1972

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area
	Owensboro			
	Resell stores³ -----	(NA)	89.6	77.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	89.9	95.9
525	Hardware stores -----	(NA)	80.6	70.3
52 ex. 525	Other -----	(NA)	(D)	100.7
53	General merchandise group stores -----	(NA)	87.0	59.9
531	Department stores ⁴ -----	(NA)	(D)	94.8
533	Variety stores-----	(NA)	-59.3	-62.5
539	Miscellaneous general merchandise stores-----	(NA)	(D)	-24.7
54	Food stores⁵ -----	(NA)	63.0	61.1
541	Grocery stores-----	(NA)	63.0	61.0
55 ex. 554	Automotive dealers -----	(NA)	141.2	108.9
554	Gasoline service stations -----	(NA)	101.2	90.5
56	Apparel and accessory stores -----	(NA)	76.9	74.6
561	Men's and boys' clothing and furnishings stores-----	(NA)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	(NA)	89.9	89.3
562	Women's ready-to-wear stores-----	(NA)	143.5	143.6
565	Family clothing stores-----	(NA)	166.0	166.0
566	Shoe stores-----	(NA)	(D)	(D)
564, 9	Other apparel and accessory stores-----	(NA)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	(NA)	(D)	62.5
5712	Furniture stores-----	(NA)	56.4	(D)
5713, 4, 9	Home furnishings stores-----	(NA)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	(NA)	(D)	62.4
58	Eating and drinking places -----	(NA)	107.6	91.8
5812	Eating places-----	(NA)	110.6	(D)
5813	Drinking places (alcoholic beverages)-----	(NA)	86.5	(D)
591	Drug and proprietary stores -----	(NA)	36.7	(D)
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	(NA)	(D)	(D)
592	Liquor stores-----	(NA)	(D)	(D)
594	Miscellaneous shopping goods stores-----	(NA)	101.7	100.4
5992	Florists-----	(NA)	125.0	(D)

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²This CBD did not qualify as a central business district in 1972.

³Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Owensboro					
	Retail stores ¹ -----	19.6	18.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	7.6	7.9
525	Hardware stores -----	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	45.0	44.8	(D)	(D)	(D)
531	Department stores ² -----	(D)	(D)	(D)	13.5	12.6
533	Variety stores -----	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	24.9	22.7	(D)	(D)	(D)
54	Food stores ³ -----	0.8	0.7	0.8	19.3	20.5
541	Grocery stores -----	(D)	(D)	(D)	19.1	20.3
55 ex. 554	Automotive dealers -----	29.2	28.2	34.4	23.1	22.3
554	Gasoline service stations -----	(D)	(D)	(D)	6.1	6.7
56	Apparel and accessory stores -----	(D)	29.7	8.7	(D)	5.4
561	Men's and boys' clothing and furnishings stores -----	21.9	21.9	0.8	0.7	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	5.9	0.5	(D)	1.7
562	Women's ready-to-wear stores -----	5.9	5.9	(D)	(D)	(D)
565	Family clothing stores -----	(D)	(D)	5.9	(D)	(D)
566	Shoe stores -----	16.4	15.0	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	32.9	32.9	9.7	5.8	5.4
5712	Furniture stores -----	58.1	58.1	7.4	2.5	2.3
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	0.8
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.4	2.3
58	Eating and drinking places -----	9.6	9.0	3.8	7.7	7.7
5812	Eating places -----	8.8	8.4	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	15.8	13.1	(D)	(D)	(D)
591	Drug and proprietary stores -----	(D)	13.5	2.5	(D)	3.4
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	4.7	(D)	(D)
592	Liquor stores -----	7.6	6.3	0.8	2.2	2.4
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.5	2.3
5992	Florists -----	(D)	(D)	0.6	(D)	(D)

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

APPENDIX A. General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

b. The 10-percent sample of small employers referred to in section 1b above.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

¹ Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

Classifications—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

Sales—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

Legal form of organization—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll entire year—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

Payroll first quarter—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

Paid employees for week including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Central administrative offices and auxiliaries—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishings stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprises the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Nonstore retailers (SIC 596)—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

NOTICE — Response to this Inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report,
please refer to this Census File Number

Employer Identification
Number

Important — PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this
form and RETURN TO

BUREAU OF THE CENSUS
1201 East Tenth Street
Jeffersonville, Indiana 47132

Census use only

Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

► **Item 1 — PHYSICAL LOCATION OF ESTABLISHMENT** — In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete items a through g.

a. Address number and street name of physical location. — If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; If different show corrections.

Same as
mailing
label OR ►

b. Name of city, town, village, borough, etc. of physical location

Same as
mailing
label OR ►

c. State
Same as
mailing
label OR ►

d. ZIP code
Same as
mailing
label OR ►

► **Item 2 — EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

► **Item 3 — OPERATIONAL STATUS**

a. Mark (X) the ONE box which best describes this establishment at the end of 1977.

001 1 In operation
2 Temporarily or seasonally inactive
3 Ceased operation — Give date _____
4 Sold or leased to another operator } Give date _____ AND name, etc.

Figures only
Month Day Year

Name of new owner or operator

Number and street

City State ZIP code

b. How many months during 1977 did this firm or organization actively operate this establishment?

Number of months
002

Important — Please read

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28
• PREFERRED method.
Acceptable method

► **Item 5 — DOLLAR VOLUME OF BUSINESS IN 1977**

a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil. Thou. Dol.
010

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011 1 YES
2 NO

If "YES," report the amount of such taxes
(DO NOT include taxes in 5a above)

Mil. Thou. Dol.
012

c. **TOTAL SALES** and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above) →

013

► **Item 6 — PAYROLL AND EMPLOYMENT**

a. Payroll

(1) Total ANNUAL payroll in 1977 before deductions

Mil. Thou. Dol.
030

(2) Payroll for the FIRST QUARTER of 1977

031

b. Employment — Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR	033 MAY	034 AUG	035 NOV
---------	---------	---------	---------

► Item 7 – METHOD OF SELLING – Mark (X) the ONE box which best describes this establishment's principal method of selling.

300
 1 Selling at this establishment 2 Mail order (catalog selling) 3 House-to-house or telephone (direct selling) 4 Operating merchandise vending machines

302

► Item 8 – DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

1 YES2 NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. Name of establishment Kind of business

Enter number – List each one in b below

► Item 9 – DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977?

304

1 YES →

(Exclude coin-operated amusement or vending machine space leased to others)

Mark "YES" if any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

2 NO – SKIP to item 10

■ Any department is operated by a subsidiary firm or the parent firm.

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305 1		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305 2		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305 3		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

► Item 15 – OWNERSHIP OR CONTROL – Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

a. Is this company owned or controlled by another company? 1 YES → 2 NO

EI No. (9 digits)

Owning or controlling company

b. Does this company own or control any other company or companies? 1 YES → 2 NO

EI No. (9 digits)

Owned or controlled company

► Item 16 – LOCATIONS OF OPERATION

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

1 YES – Answer (b) and (c)2 NO – Do not complete (b) and (c) below.
Review your report for completeness and accuracy and return.

Number of locations

b. At how many separate locations were these operations conducted during 1977?

c. List each location – including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation Name, address and ZIP code (a)	1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)	Kind of business of each location Describe (d)
		Mil.	Thou.	Dol.		
080	Name	Sales and receipts 081			084 MAR	085 MAY
	Number and street of physical location	Total annual payroll 082			086 AUG	087 NOV
	City State ZIP code	1st quarter payroll 083				088 Census use only

080	Name Number and street of physical location City State ZIP code	Sales and receipts Total annual payroll 1st quarter payroll	081 082 083	084 MAR 086 AUG	085 MAY 087 NOV	MAY NOV		
							TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)	

APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report-ing form CB-	SIC code	Title	Report-ing form CB-
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		56	APPAREL AND ACCESSORY STORES	
5211	Lumber and other building materials dealers	52A	5611	Men's and boys' clothing and furnishings stores	56
5231	Paint, glass, and wallpaper stores	52B	5621	Women's ready-to-wear stores	56
5251	Hardware stores	52B	5631 PT.	Millinery stores	56
5261	Retail nurseries, lawn and garden supply stores	52B	5631 PT.	Corset and lingerie stores	56
5271	Mobile home dealers	52C	5631 PT.	Other women's accessory, specialty stores	56
5641				Children's and infants' wear stores	56
5651				Family clothing stores	56
53	GENERAL MERCHANDISE GROUP STORES		5661 PT.		
5311	Department stores	53A	5661 PT.	Men's shoe stores	56
5331	Variety stores	53B	5661 PT.	Women's shoe stores	56
5399	Miscellaneous general merchandise stores	53A	5661 PT.	Children's and juveniles' shoe stores	56
5661 PT.			5661 PT.	Family shoe stores	56
54	FOOD STORES		5681	Furriers and fur shops	56
5411	Grocery stores	54	5699	Miscellaneous apparel and accessory stores	56
5422	Freezer and locker meat provisioners	54			
5423 PT.	Meat markets	54	57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5423 PT.	Fish (seafood) markets	54	5712	Furniture stores	57A
5431	Fruit stores and vegetable markets	54	5713	Floor covering stores	57B
5441	Candy, nut, and confectionery stores	54	5714	Drapery, curtain, and upholstery stores	57B
5451	Dairy products stores	54	5719	Miscellaneous home furnishings stores	57B
5462	Retail bakeries—baking and selling	54	5722	Household appliance stores	57A
5463	Retail bakeries—selling only	54	5732	Radio and television stores	57A
5499	Miscellaneous food stores	54	5733 PT.	Record shops	57B
			5733 PT.	Musical instrument stores	57B
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		58	EATING AND DRINKING PLACES	
5511 PT.	Dealers with domestic car franchise only	55A	5812 PT.	Restaurants and lunchrooms	58
5511 PT.	Dealers with imported car franchise only	55A	5812 PT.	Social caterers	58
5511 PT.	Dealers with domestic, import car franchises	55A	5812 PT.	Cafeterias	58
5521	Motor vehicle dealers—used cars only	55A	5812 PT.	Refreshment places	58
5531 PT.	Tire, battery, and accessory dealers	55B	5812 PT.	Contract feeding	58
5531 PT.	Other auto and home supply stores	55B	5812 PT.	Ice cream, frozen custard stands	58
5541	Gasoline service stations	55D	5813	Drinking places (alcoholic beverages)	58
5551	Boat dealers	55C			
5561	Recreational and utility trailer dealers	55C			
5571	Motorcycle dealers	55C			
5599	Automotive dealers, n.e.c.	55C			

SIC code	Title	Report-ing form CB—	SIC code	Title	Report-ing form CB—
59	MISCELLANEOUS RETAIL STORES			MISCELLANEOUS RETAIL STORES—Con.	
5912 PT.	Drug stores	59A	5962	Automatic merchandising machine operators	58
5912 PT.	Proprietary stores	59A			
5921	Liquor stores	59G			
5931	Used merchandise stores	59G	5963 PT.	Furniture, home furnishings, equipment—direct selling	57A
5941 PT.	General line sporting goods stores	59C	5963 PT.	Mobile food service—direct selling	58
5941 PT.	Specialty line sporting goods stores	59C	5963 PT.	Books and stationery—direct selling	59B
5942	Book stores	59B	5963 PT.	Other direct selling	59G
5943	Stationery stores	59B	5982	Fuel and ice dealers, n.e.c.	59E
5944	Jewelry stores	59D	5983	Fuel oil dealers	59E
5945	Hobby, toy, and game shops	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5946	Camera and photographic supply stores	59B	5992	Florists	59F
5947	Gift, novelty, and souvenir shops	59B	5993	Cigar stores and stands	59G
5948	Luggage and leather goods stores	59B	5994	News dealers and newsstands	59G
5949	Sewing, needlework, and piece goods stores	59B	5999 PT.	Pet shops	59G
5961 PT.	Department store merchandise—mail order	53A	5999 PT.	Typewriter stores	59B
5961 PT.	General merchandise, n.e.c.—mail order	53A	5999 PT.	Optical goods stores	59G
5961 PT.	Other mail-order houses	53A	5999 PT.	Other retail stores, n.e.c.	59G

APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

CINCINNATI-HAMILTON, OHIO-KY.-IND., SCSA¹

Consists of Cincinnati, Ohio-Ky.-Ind., SMSA, and Hamilton-Middletown, Ohio, SMSA

CINCINNATI, OHIO-KY.-IND., SMSA²

Consists of Clermont, Hamilton, and Warren Counties, Ohio; Boone, Campbell, and Kenton Counties, Ky.; and Dearborn County, Ind.

CLARKSVILLE-HOPKINSVILLE, TENN.-KY., SMSA^{3 4}

Consists of Montgomery County, Tenn., and Christian County, Ky.

EVANSVILLE, IND.-KY., SMSA⁵

Consists of Gibson, Posey, Vanderburgh, and Warrick Counties, Ind., and Henderson County, Ky.

HUNTINGTON-ASHLAND, W. VA.-KY.-OHIO, SMSA⁶

Consists of Cabell and Wayne Counties, W. Va., Boyd and Greenup Counties, Ky.; and Lawrence County, Ohio

LEXINGTON-FAYETTE SMSA⁷

Consists of Bourbon, Clark, Fayette, Jessamine, Scott, and Woodford Counties, Ky.

LOUISVILLE, KY.-IND., SMSA

Consists of Bullitt, Jefferson, and Oldham Counties, Ky., and Clark and Floyd Counties, Ind.

OWENSBORO SMSA

Coextensive with Daviess County, Ky.

¹ No MRC data are published for Standard Consolidated Statistical Areas.

² MRC data for this SMSA appear only in the Ohio MRC report.

³ Newly designated since 1972 Economic Censuses.

⁴ MRC data for this SMSA appear only in the Tenn. MRC report.

⁵ MRC data for this SMSA appear only in the Ind. MRC report.

⁶ MRC data for this SMSA appear only in the W. Va. MRC report.

⁷ Retitled from Lexington, Ky., SMSA since 1972 Economic Censuses.

APPENDIX E. Major Retail Centers

LEXINGTON-FAYETTE, KY., SMSA

MRC No. 1—Includes establishments on New Circle Rd. from North Broadway to Bryan Ave. (Lexington-Fayette) (In tracts 13, 14, and 32)

MRC No. 2—Includes the planned centers known as "Idle Hour Shopping Center" and "Lexington Mall" and establishments on Richmond Rd. from St. Margaret Dr. to New Circle Rd. (Lexington-Fayette) (In tract 17)

MRC No. 3—Includes the planned centers known as "South Park Shopping Center," "Crossroads Shopping Center" and "Fayette Mall" and establishments on Nicholasville Rd. from New Circle Rd. to Wilson Downing Rd. and on East Reynolds Rd. from Nicholasville Rd. to Lock Ness Dr. (Lexington-Fayette) (In tracts 42.01 and 35.01)

MRC No. 4—Includes the planned centers known as "Garden Springs Shopping Center," "Lane Allen Plaza Shopping Center," and "Turfland Mall" on Harrodsburg Rd. from Lane Allen Rd. to Blue Ash Dr., and on Lane Allen Rd. from Garden Springs Dr. to Harrodsburg Rd. (Lexington-Fayette) (In tracts 25, 26, and 30)

LOUISVILLE, KY.-IND., SMSA

MRC No. 1—Includes the planned center known as "Bacons-Shively Shopping Center" and establishments on Dixie Highway from Interstate 264 to San Jose Ave. (Shively, Ky.) (In tract 125.01)

MRC No. 2—Includes the planned centers known as "Dixie Manor Shopping Center" and "Zayre Shopping Center" and establishments on Dixie Hwy. from the north property line of Zayre Shopping Center to Crawford Ave. (Pleasure Ridge Park, Jefferson County, Ky.) (In tracts 122.01, 124.04 and 125.02)

MRC No. 3—Includes establishments in the area bounded by the south boundary of Masonic Widows and Orphans Home, Staebler Ave., the east side of St. Matthews Ave., the north side of Shelbyville Rd., Browns Lane, Grandview Ave., Sherrin Ave., Nanz Ave., Fairfax Ave., Dayton Ave., Wendover Ave., Wilmington Ave., and Bauer Ave. (St. Matthews and Louisville, Ky.) (In tracts 78, 106, 99, 98)

MRC No. 4—Includes establishments in the area bounded by 10th St. (Highway 62), Wall St., Ohio River, Pearl St., Court Ave., Michigan Ave., 8th St., and Spring St. (Jeffersonville, Ind.) (In tract 501)

LOUISVILLE, KY.-IND., SMSA—Con.

MRC No. 5—Includes the planned center known as "Grant Plaza Shopping Center" and establishments on Highway 62 from Woodland Dr. to 1640. (Jeffersonville, Ind.) (In tracts 503.03 and 503.04)

MRC No. 6—Includes the planned centers known as "The Mall," "Shelbyville Plaza," and "Bluegrass Manor Shopping Center" and establishments on Shelbyville Rd. from Brown Ave. to Watterson Expressway. (Louisville, Jefferson County, Ky.) (In tracts 99 and 106)

MRC No. 7—Includes the planned center known as "Value City Shopping Center" and establishments on the east side of Eastern Blvd. from Interstate 65 to Evergreen Dr. and on the west side from Interstate 65 to Carter Ave. (Clarksville, Ind.) (In tract 504.02)

MRC No. 8—Includes establishments in the area bounded by West Elm St., Interstate 64, East and West Oak St., and East 5th St. (New Albany, Ind.) (In tract 70.5)

MRC No. 9—Includes the planned center known as "Westland Mall" and establishments on the west side of Dixie Hwy. from West Pages Ln. to 9070, on Stephen Dr. (5000-5010), and on Elzie Rd. (5200-5210). (Jefferson County, Ky.) (In tract 124.08)

MRC No. 10—Includes the planned center known as "Indian Trail Trading Post" and establishments on the east side of Preston Highway from Indian Trail to Prestwood Dr. (Jefferson County, Ky.) (In tract 114.02)

MRC No. 11—Includes establishments on Preston Hwy. from Prestwood Dr. to 6620. (Jefferson County, Ky.) (In tracts 114.02 and 118)

MRC No. 12—Includes the planned center known as "Greentree Mall" and establishments on Highway 131 from Lynch Ln. to 935 and on Greentree Blvd. (1500-1599). (Clarksville, Ind.) (In tracts 504.02, 505.03 and 505.04)

MRC No. 13—Includes the planned centers known as "Dupont Square North" and "Village Tennis Center" and establishments in the area bounded by Interstate 64, Browns Ln., Interstate 264, and Breckenridge Ln. (St. Matthews, Ky.) (In tract 106)

MRC No. 14—Includes the planned center known as "Oxmoor Shopping Center" and establishments on Shelbyville Rd. from Interstate 264 to Christian Way. (Jefferson County, Ky.) (In tracts 101.01 and 107.01)

LOUISVILLE, KY.-IND., SMSA—Con.

MRC No. 15—Includes the planned centers known as "Raceland Mall" and "Buechel Plaza" and establishments on Bardstown Rd. from Fairland Ave. to the 4300 block. (Jefferson County, Ky.) (In tracts 110.01 and 110.02)

MRC No. 16—Includes the planned centers known as "Bashford Manor" and "Bardstown Square" and establishments on Bardstown Rd. from Interstate 264 to the 3700 block, on Buechel Bypass (3600-3700), and on Hikes Ln. from Mall Rd. to the 2250 block. (Louisville, Jefferson County, Ky.) (In tracts 109.01, 110.01, 110.02, and 112)

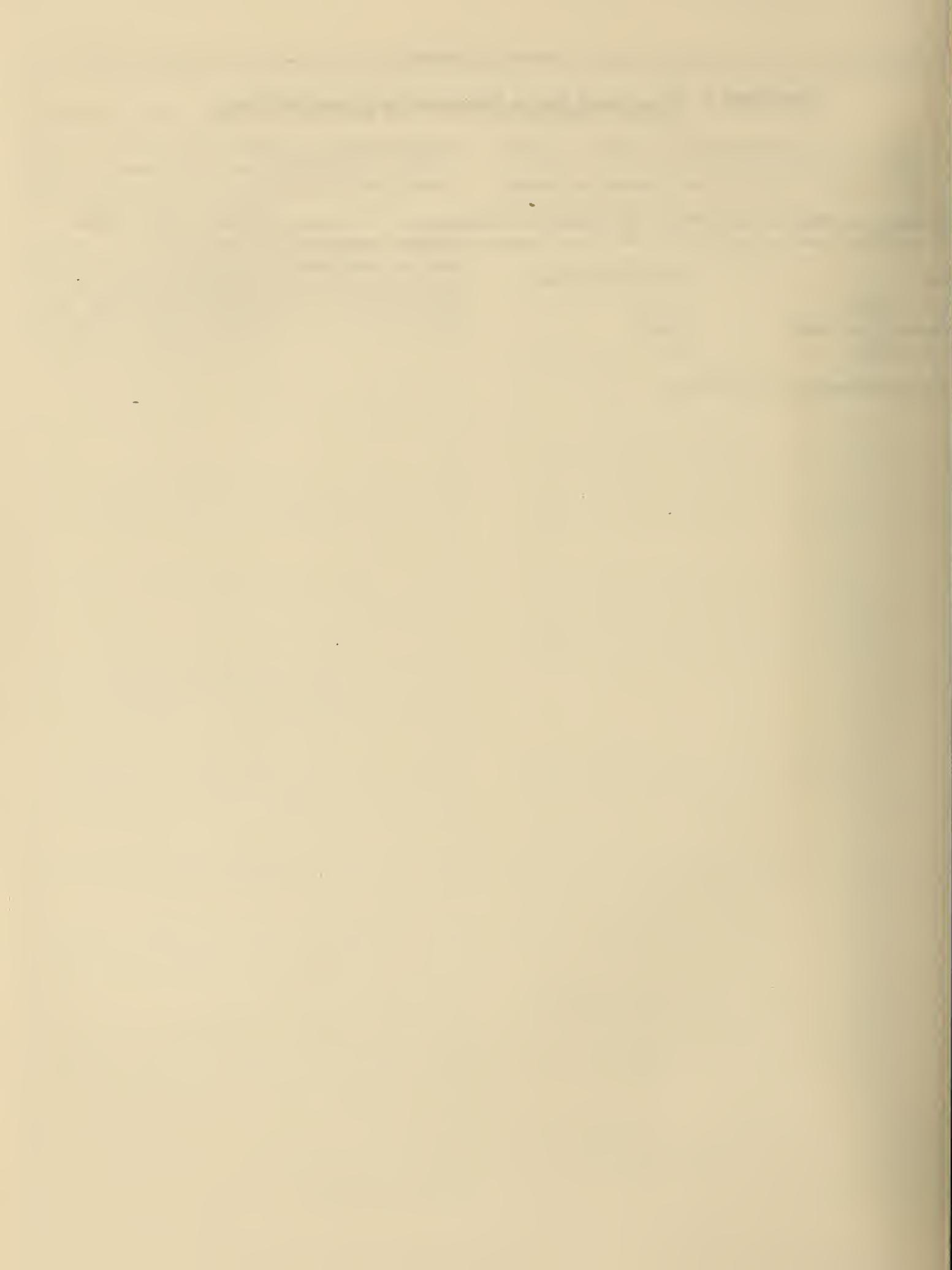
OWENSBORO, KY., SMSA

MRC No. 2—Includes the planned centers known as "Wesleyan Park Plaza" and "South Frederica Shopping Center" and establishments on Frederica St. from Emory Dr. to Washington Ave. (Owensboro) (Not tracted)

APPENDIX F. Major Retail Center Delineation by Geographic Areas

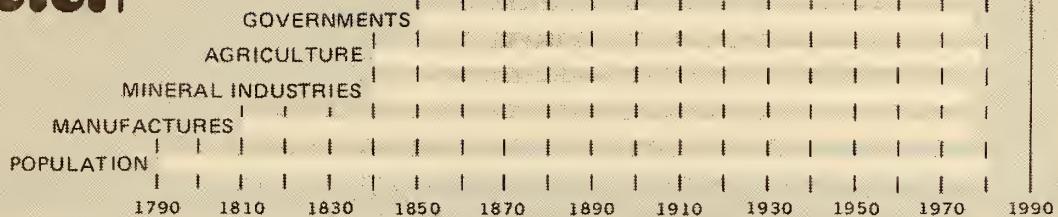
[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Lexington SMSA	CSAC
Louisville, Ky.-Ind., SMSA	CSAC
Owensboro SMSA	F



U.S. BUREAU OF THE CENSUS

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3	Agriculture Statistics	Jan. 1980
4	History and Organization	May 1979
5	Reference Sources	Dec. 1979
6	Housing Statistics	Sept. 1978
7	Population Statistics	Oct. 1977
8	Geographic Tools	Feb. 1980
9	Construction Statistics	Nov. 1979
10	Retail Trade Statistics	Dec. 1979
11	Wholesale Trade Statistics	Dec. 1979
12	Statistics on Service Industries	Dec. 1979
13	Transportation Statistics	Dec. 1979
14	Foreign Trade Statistics	Mar. 1978
15	Statistics on Manufactures	Jan. 1980
16	Statistics on Mineral Industries	Dec. 1979
17	Statistics on Governments	Apr. 1978
18	Census Bureau Programs and Products	May 1979
19	Enterprise Statistics	Dec. 1979
20	Energy and Conservation Statistics	Jan. 1980

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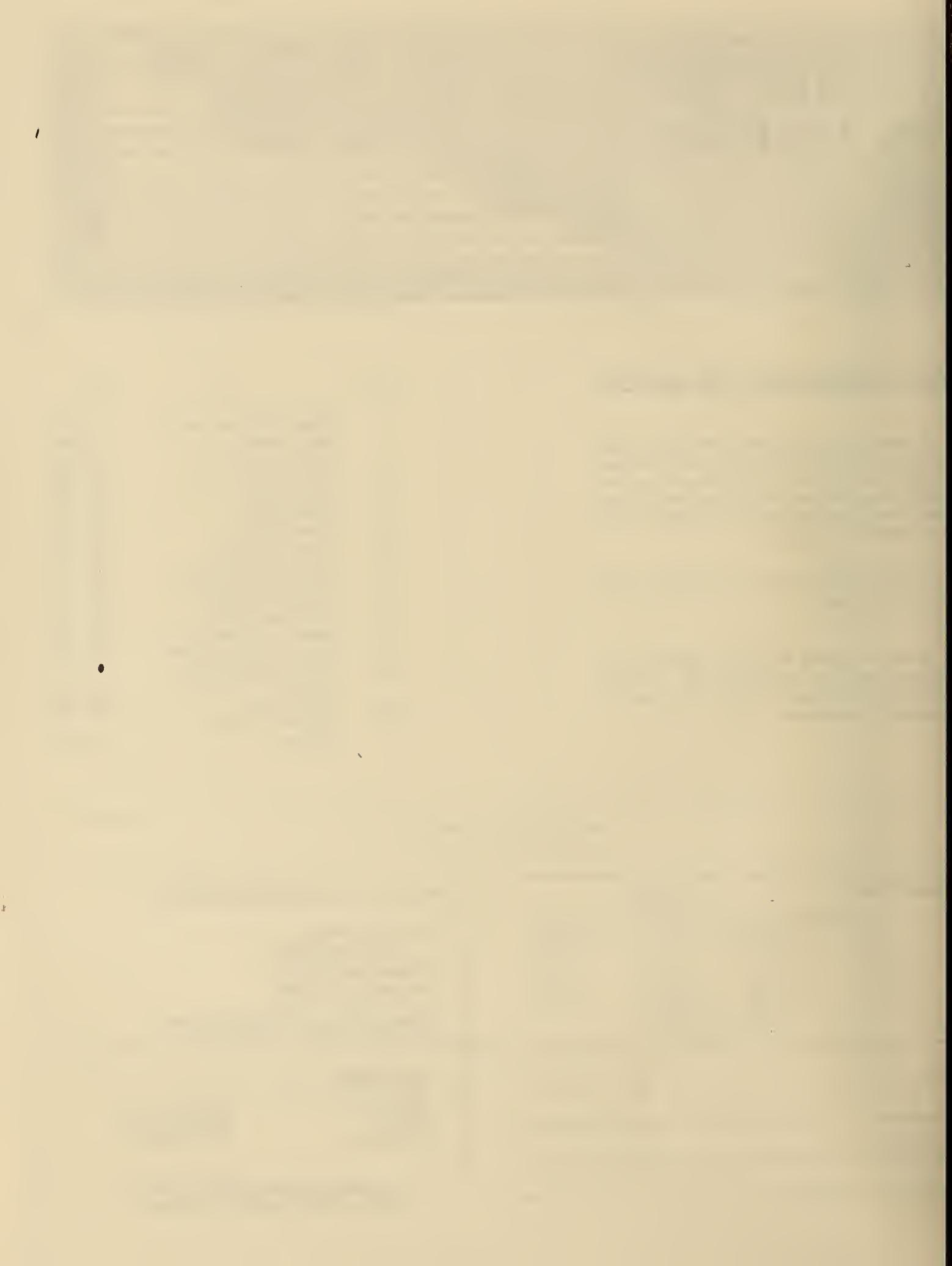
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PUBLICATION PROGRAM

1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

Final Reports

Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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Washington, D.C. 20402

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